

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Second Year No. 20

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, MAY 18, 1928

\$3.00 Per Year, 15 Cents a Copy

COURTS IN CONFLICT OVER THE PUBLIC LIFE

**Federal Judge Appoints Receiver
for Company Being Liquidated
Under Illinois Statute**

NEW TURN IN OLD FIGHT

**Clover Faction Now Appears on Top—
Over 200 Court Hearings
Have Been Held**

Another whirl in the affairs of the Public Life of Chicago occurred this week when the United States District Court at Chicago intervened and appointed a receiver to take the company out of the hands of H. U. Bailey, who last fall was appointed liquidator by Judge Walter Steffen of the Superior Court at Chicago. The federal receivership was ordered on the petition of two policyholders, Alice Horn of Florida and Elizabeth Nelson of Michigan, but the action represents a victory for the old Alfred Clover faction in the fight over the company. Ferdinand L. Uttech, one of the Clover directors of the Public Life, is active in the case.

Conflict Forms Precedent

The action of the court represents the conviction that the equity jurisdiction of the federal courts for the protection of non-resident litigants cannot be ousted by state law. There is a law in Illinois providing that insurance companies shall be liquidated through the insurance department under the direction of the director of trade and commerce, and the liquidation was placed in Mr. Bailey's hands under that statute. The case forms an interesting precedent in that respect. While it is the third federal receivership contrary to the Illinois statute, it is the first one in which there has been any conflict. The first federal receivership of an Illinois concern after the liquidation act was passed was that of the Associated Employers Reciprocal. The second was that of the Integrity Mutual Casualty. In neither of those cases was there any attempt to file proceedings in the state court. In the Public Life case the federal receiver will take the liquidation out of the hands of the official named by the statute, after such official has been acting for some months. The Public Life has been in various courts for many years. Mr. Uttech has attended over 200 court hearings involving the company.

Big Sums for Lawyers

Disbursements of the company during 1926 and up to the time of the liquidation order in 1927 are said to have amounted to \$449,181, of which \$60,000 is shown as paid to attorneys. In addition there are \$200,000 or \$300,000 lumped under "other disbursements." The total income during the two years was \$305,000, of which \$240,000 was for premiums. Unpaid claims are estimated at \$34,000.

Last November, about the time that

APRIL PRODUCTION SHOWS LESS THAN POINT GAIN

ORDINARY BUSINESS DECLINES

**Industrial Makes 14.4 Percent Increase
—Group Writings Are 32
Percent Up**

NEW YORK, May 17.—New life insurance production during April was one-half of 1 percent greater this year than in 1927. Such writings during the first four months of this year were 3.3 percent greater than during the corresponding period of last year. These results are shown by a report by the Association of Life Insurance Presidents to the United States Department of Commerce for publication. The report combines the records of new life insurance—exclusive of revivals, increases and dividend additions—of 44 member companies having 82 percent of the total life insurance in all United States legal reserve companies.

Ordinary Shows Decrease

For April, ordinary insurance amounted to \$706,852,000, as against \$749,923,000 in 1927, a decrease of 5.7 percent. Industrial amounted to \$259,962,000 in 1928, as against \$227,279,000 in 1927, a gain of 14.4 percent. Group was \$62,007,000, as against \$46,960,000, a gain of 32 percent. The aggregate of all classes amounted to \$1,028,821,000, as against \$1,024,162,000 in 1927, a gain of one-half of 1 percent.

For the four-month period, new ordinary insurance amounted to \$2,723,843,000 against \$2,693,278,000 during the corresponding period of last year, a gain of 1.1 percent. Industrial was \$991,764,000, against \$861,489,000, a gain of 15.1 percent. Group was \$258,339,000, against \$290,581,000, a decrease of 11.1 percent. The total life insurance written during the first four months of 1928 amounted to \$3,973,946,000, against \$3,845,348,000 during the same period of 1927, an increase of 3.3 percent.

Mr. Bailey was appointed liquidator, the insurance in force was \$3,789,467, the reserve on which amounted to \$487,288. The amount on white lives was about \$1,882,351 and on colored lives \$1,907,116.

Declare Capital Is Gone

The capital is \$500,000, impaired, according to the latest information, to the extent of \$495,891. The Clover faction believes that the entire capital is wiped out and that there is not enough left of the assets to cover the reserve. A great deal depends on the valuation of the home office building. This was erected at a cost of more than \$300,000 by Alfred Clover when he was in power. An offer of \$160,000 has been received for the building, which is a very handsome structure but suitable only for banking purposes. Thus the list of possible purchasers is restricted. If the Clover faction can get the use of the building for meetings they can float more stock in new schemes among the old stockholders.

Mr. Bailey, after his appointment as liquidator, tried to reinsure the company but declared he was unable to get

(CONTINUED ON PAGE 26)

J. V. E. WESTFALL HEADS NEWLY FORMED COMPANY

ORGANIZATION IS COMPLETED

**Pilot Life Reinsurance, with Capital and
Surplus of \$500,000 Each, Ready
for Business**

The Pilot Life Reinsurance has completed its organization and soon will be actively in business. The capital of the organization is \$500,000 and surplus is \$500,000. This, with \$20,000 organization expense, has been paid in. Stock was issued at \$51 a share, of which \$25 went to capital, \$25 to surplus and \$1 for organization expense. Officers and directors of the company were elected this week. John Van Etten Westfall



JOHN V. E. WESTFALL
President Pilot Life Reinsurance

is president of the company, Carl Schreiner is chairman of the board and A. F. Sadler is secretary. The organization will confine its operations to life reinsurance business. Mr. Westfall is a man well known in the life insurance business and is a man of outstanding ability. For a number of years he was a vice-president of the Equitable Life of New York.

Directorial Board Impressive

The board of directors is as follows: John J. Cunneen, attorney; James J. Hoey, of Hoey & Ellison; Leo Kaufman, stock broker; F. W. Lafrentz, chairman of the American Surety; Arthur Lenssen, president of the Hamilton Fire; J. E. Lopez, director of the Continental Insurance Company; Burton Mansfield, bank president; Rudolph Metz, of Ladenberg, Thallman & Co.; Victor Roth, president of the Security of New Haven; Cecil P. Stewart, marine underwriter and steamship owner; Carl Schreiner, president of the Pilot Fire; John Van Etten Westfall, former vice-president of the Equitable Life of New York; A. F. Sadler, vice-president of the Pilot Fire; Philip J. Wickser, attorney, and H. F. Wilson, Jr., vice-president of the Bankers Trust Company.

UNDERWRITING OF BIG POLICIES IS PROBLEM

**Many Companies Echo the Sug-
gestions of O. J. Arnold
on This**

COMPETITIVE CLUB CITED

**Many Factors Involved in Situation
Which Is Causing Some
Apprehension Today**

NEW YORK, May 17.—Million dollar policies of life insurance, the ambition of the life underwriter, are the subject of close scrutiny in the home offices and their underwriting is recognized as one of the important problems now before the business. It is a new factor in life insurance, but is now one of such proportions that many company officials are keenly studying its effect on the business as a whole, seeking to find a way to put this class of business on the books more soundly. The suggestion made by O. J. Arnold, president of the American Life Convention, in his recent talk before the Medical Section, that the companies should direct their attention to this new problem has found a ready echo in many of the home offices, both of direct writing and reinsurance companies, and it is hoped by many that other voices may be heard in public discussion of it.

All Want the Business

There is no suggestion voiced by anyone that the companies do not desire the million dollar business. They all want their share of this business and even those who are most outspoken in their criticism of present underwriting methods of big policies emphasize the fact that they want such business just as greatly as do their competitors. Where they differ is in the method of acquisition, believing that volume at any price is not sound underwriting and that particularly in connection with the assumption of big individual lines there should be the most careful selection of risks. It is this item of competition that has been the source of all the present difficulty, for many companies have accepted borderline cases by force of it and many others have kept a discreet silence as to the entire matter, for fear they might lose their portion of the business, when the lines are divided. It requires courage to take an open stand on such questions and there are many in the home offices today who would like to see someone have the courage to openly stand counter to some of the present tendencies.

Wide Diversity of Views

There is, of course, a diversity of opinion on this matter. Just as in all underwriting problems, it is a matter of individual practices and thus some companies, whose underwriting policy has been conservative and firmly founded on quality regardless of volume, have not had the unfortunate experience that some

(CONTINUED ON PAGE 16)

MORTALITY RECORD FOR FIRST QUARTER IMPROVED

TUBERCULOSIS MINIMUM SET

Metropolitan Life Report Shows No Improvement on Cancer—Automobile Deaths Again Increase

Mortality records of the industrial policyholders of the Metropolitan Life shows that the first quarter of 1928 shared with the corresponding period of 1917 the distinction of registering the lowest death rate (9.7 per 1000) ever recorded for three months among the industrial population of the United States and Canada. Although among approximately 16,000,000 white insured persons, the rate was only 8.8, a new minimum; among about 2,500,000 colored persons there was an increase to 15.9 per 1,000, from 15.5 last year, so that the composite figures for the two races showed no improvement.

In general the 1928 health situation among wage earners and families was extremely satisfactory. This indicates that the current health of the general populations of the two countries has never been excelled during this period of the year.

Tuberculosis Rate Lower

A new minimum was established on the death rate for tuberculosis among white policyholders. The death rate was lowered to 72.0 per 1,000. An improvement of 11 percent over the previous minimum of 80.8 registered only last year. Within the brief period of two years the tuberculosis death rate among white wage earners has been cut by one-sixth. It is unfortunate that a corresponding improvement has not been registered for the insured colored population. Their rate for the quarter was 229.3. Greater progress will be made among the Negroes when more cases are detected in their incipency and when the Negro learns to appreciate hygienic living.

Typhoid Record Encouraging

Mortality records for the quarter showed gratifying declines for both white and colored from typhoid fever, scarlet fever and whooping cough. The measles mortality showed a small decline for the white and a large increase for the colored. The diphtheria situation is by no means encouraging, although the rates for the colored are smaller than for last year. The great bulk of deaths from this disease is among white children and among them the same upward tendency that prevailed in 1927 is still in evidence. The combined mortality from influenza and pneumonia was a little higher for the first quarter than for the early part of 1927. Pneumonia, in particular, showed a considerable increase among the whites. Two other diseases, diarrheal complaints and puerperal condition, show no improvement.

Cancer Not Improved

Another year has begun with no improvement in evidence with respect to deaths from cancer. Composite rates for white and colored persons during the first quarter was 75.3 per 100,000, as compared with 75.1 last year. Even this small increase is important because it shows that medical science is making no impress from the yearly death toll from cancer.

Mortality from diabetes is on the increase, very slightly among the whites, but pronouncedly among the Negroes. The combined death rates for the three principal degenerative diseases ran much higher in 1928 than the first quarter of 1927. The alcoholism death rate remains unchanged. Suicides, homicides and accidents all registered lower death rates.

Another unfavorable report was again

ARTHUR HUNTER GIVES TROPICAL EXPERIENCE

MORTALITY RATES PRESENTED

Analysis of Native and Foreign Risks in Orient and Occident Is Made

With a view to developing a basis for the determination of the extra premiums to be charged Americans and Canadians who intend to reside in tropical or semi-tropical territory, Arthur Hunter, vice-president and secretary of the New York Life, has investigated the mortality experience of the New York Life in the principal tropical and semi-tropical countries. This is exhibited both in relation to Hunter's Semi-Tropical Table and to the American Men Select Table, the results being presented this week at the annual meeting of the Actuarial Society of America.

Many Factors Studied

The mortality is found to vary widely among foreigners in different countries, being in general better in the orient than in the occident. It appears that the effect of medical selection lasts for little more than a year. In recent years, a change in the type of Americans and Canadians going to foreign countries is noted. Whereas the majority were formerly seeking adventure or fortune, many are now going as representatives of large American corporations. They have, therefore, been especially selected for their health and mode of living, and, of course, are under constant observation by their employers.

Experience Is Given

Some of the items in the experience submitted are as follows:

	Ratio of Actual to Expected Deaths		Ratio of Actual to Expected Deaths	
	Hunter's Semi-Tropical Pol. Amt. %	American Men Select Pol. Amt. %	Hunter's Semi-Tropical Pol. Amt. %	American Men Select Pol. Amt. %
South America:				
Argentina	63	65	133	125
Americans & Brit. 79		86	150	163
Brazil:				
Southern States.. 96		99	185	188
Northern States (excluding Amazon)	114	125	215	233
Mexico:				
Southern States.. 92		112	175	213
All Other States. 89		84	169	160
Americans & Brit. 93		97	177	184
China:				
Natives	115	147	207	265
Foreigners	78	87	149	163
Japan:				
Natives	91	90	165	165
Foreigners (Ex. Orientals)	69	65	124	117

As a result of his investigations, Mr. Hunter suggests that extra premiums of \$10 per \$1,000 for tropical countries (with higher rates for a few others). \$5 for semi-tropical countries, and \$2.50 for countries more favorable than the semi-tropical, would be adequate. These extra premiums would cover, on the ordinary life plan, a mortality at the average age at issue, 35, of 195 percent, 145 percent and 125 percent respectively, of the American Experience Table and 225 percent, 160 percent and 130 percent respectively, of the American Men Select Table.

It is also suggested that the policies to which these extra premiums would apply be issued with standard cash values and aid-up insurance, but that the extended term insurance feature be eliminated. The author includes in his paper a comprehensive list of the countries where standard rates apply, and where the appropriate extra premiums would be \$2.50, \$5, \$10, or \$20 respectively.

made with respect to automobile fatalities. The death rates for whites increased 9.4 percent over the first quarter of 1927 and 14.8 percent over 1926.

B. & L. MEN CONSIDER FORMING LIFE COMPANY

WILL COME UP NEXT MONTH

Plan to Be Presented to 1,600 New Jersey Organizations by West Virginian

NEWARK, May 17.—New competition in the life insurance field is likely, if the proposal of some of the New Jersey building and loan men matures into action at the forthcoming meeting of the state association of these organizations. This proposal would put the 1,600 New Jersey building and loan associations into the life insurance business, that they may compete on even ground with the life companies which have gone into the city housing investment field. This has been under consideration for some time and now it is known that a definite proposal will be made at the annual meeting of these men at Atlantic City June 1-2.

Protest Competition

The building and loan men protest that the life companies have, in recent years, invaded their field and now assume a great portion of the type of business which was once their exclusive territory. It is pointed out that one life company alone has in force over \$1,000,000,000 loaned on small homes. This is equal to the total outstanding loans of the 1,600 building and loan firms of New Jersey and the latter contend that they must enter the life insurance field to meet this competition. As the life companies have been able to be more elastic in their repayment plans, they have had an advantage.

The addition of a life insurance feature, it is stated, would give the building and loan men more flexibility and also offer them a prolific source of added revenue without added effort. By underwriting a decreasing term policy, the loan could be wholly protected at small cost and the entire arrangement made without additional organization or effort. W. B. Hilton of West Virginia is the active sponsor of the plan and will present it in outline before the June meeting.

The plan, which is merely the utilization by these men of the plan used by many life agents in soliciting this type of business, not only protects the property owner, but gives the loan organization a strengthened position. It eliminates the necessity of foreclosure in the event of death. The plan would greatly strengthen the position of the building and loan investments generally, relieving them of the hazard of losses in case of death. There is wide interest in the proposal among life men, as the formation of a new life company to handle the business of these 1,600 building and loan firms would create a very large institution immediately and possibly absorb a large amount of business that is now going to the agents of old line companies.

Home Life's Conference

The Home Life of New York will hold a sectional conference of managers in Illinois and adjacent states May 24 in Chicago at the Hotel La Salle. Managers will come from probably six or eight states. Vice-President James A. Fulton will be present and take charge. Arrangements are being made by John J. Gordon, manager in Chicago. Mr. Fulton will be at the Kansas City sales congress May 21-23 and will go from there to Chicago.

Joins American Life Convention

The Interstate Life & Accident of Chattanooga has joined the American Life Convention. The company had \$36,488,625 of insurance in force and admitted assets of \$1,847,013. It writes both ordinary and industrial insurance.

FORMAL DECREE ENTERED IN WOODMEN-GLOBE CASE

IMMEDIATE APPEAL PLANNED

Amount of Supersedeas Bond Reduced if Money and Securities Are Returned

LINCOLN, NEB., May 17.—District Judge Shepherd has entered a formal decree in the case brought by members of the Woodmen of the World to force the return of cash and bonds taken, under authority of the sovereign head camp, to purchase stock in the Globe Life, and ruled that if the cash and bonds are returned the supersedeas bond for an appeal will be fixed at \$25,000; if the bonds alone are returned the bond will be \$265,000, and if neither, \$500,000. He had originally suggested \$4,000,000, but the defendants vigorously objected. The appeal will be prosecuted at once.

The decree orders the Globe Life and its officers to return \$1,597,293 in bonds and certain cash originally totaling \$399,906, being the total transferred, with certain credits and debits back and forth; orders the Woodmen of the World to return, when it gets its cash and securities back, all of the 80,232 shares of Globe stock unsold and to make an accounting for what it has sold.

Can't Hold Office in Both

The court finds that the state insurance bureau wrongfully holds \$100,000 of Woodman bonds that the Globe Life posted when it secured permission to do business in Nebraska, and orders these returned.

The decree perpetually enjoins the defendant officers from holding office in both the Woodmen and the life insurance company, and also from using the good will, property or organization of the fraternal in the business of the life company. It also contains a provision that the expenses and a reasonable attorney fee be paid by the Woodmen to the plaintiff members, to be later determined as to the amount.

The court finds that the bonds and cash of the Woodmen were taken by defendants and converted and used to organize, capitalize and establish the Globe Life; that the ostensible plan was to have the fraternal subscribe for all the capital stock of the other and sell the same to its certificate holders, to keep control in the hands of the same persons and by operating a friendly rivalry to benefit both; that the real purpose was wrongfully and fraudulently to get the Globe stock into the hands of the defendants and their friends for their own advantage and profit, to convert the bonds and money, to develop the company in the field of the association and by the use of the organization of the association, and to conduct the Globe in a manner competitive and detrimental to the defendant association.

Beyond Scope of Fraternal

The court further finds that such use of the assets was wholly beyond the scope of action and purpose of the society as a fraternal beneficial association, and was inimical to its interests and destructive to its existence; that the taking of such capital from the assets and the use of the same as described was without any consent or vote on the part of the membership, and was as a matter of fact and law unauthorized and beyond the power of the officers and the sovereign camp, and beyond even the power of the association itself.

Convention Date Set

June 25-27 has been announced as the convention date for the field force of the Inter-Southern Life. The convention will be held at Louisville, Ky.

SOUTH WORKING IN CREATION OF WEALTH

Business Conditions Improving
Because of a Larger Vision
of Opportunity

LIFE INSURANCE VIEWS

Much Time Is Now Being Given to the
Conservation of Business and Col-
lection of Renewals

BY E. J. WOHLGEMUTH

ATLANTA, GA., May 17.—Renewals and collections are a larger problem in the southern life business than elsewhere. Particularly in the rural communities lapses are heavy—heavier than usual at the present time. The south as a whole is gradually working its way forward and upward in the creation of wealth, in agriculture and industry and manufacturing, but much is still to be desired in the staying quality of much of the life business that is written.

Where the agent is of the right make-up and goes after the right people, there is no better business anywhere than in the south, but much that is written is naturally not on the men of substance and conservative business habits. This is more or less troublesome and expensive business to handle.

More Sales Resistance Seen

A northern life man who has been a general agent for one of the eastern companies in the south for a number of years says that there is more sales resistance in the south than in the north, that it takes more calls to get the business and more time to make collections.

The Aetna Life has recently withdrawn all its small town and rural agents in Georgia on the theory that the business costs more effort and is harder to renew than in the cities. It is concentrating on the fairly large cities in the state.

Note System General

The note system, due to the fact that money has usually been plentiful in the south only once a year, when the cotton crop comes in, still prevails to a large extent, even though the south is becoming a diversified farming section and industry and manufacturing are being steadily developed. The south has long been an agricultural region and the southerner likes to take his time about going into anything. He does not like to be rushed according to the northern method. The new spirit of the south is more akin to that of the west than of the east, and the south and west have much in common.

The southerner has the charm of personality. If he is not always the cold-blooded, economic type of business man, he is at least naturally a good salesman and often a good business man as well. The south has not yet been caught in the grip of the industrial system. "Big business" is still individualistic and "personal" to a greater degree than in the north. Whether southern characteristics will change now that the south is going into business and becoming a larger factor in the economic struggle will be an interesting study.

Personal Characteristics Different

The south has not yet the wealth of the north, and this may account for the greater difficulty in selling life insurance, but the fact remains that the personal characteristics of the southerner are different.

The south is getting away from the one-crop idea in agriculture. This means a more intensive development of the soil

OCCUPATIONAL RATING CONFERENCE NEXT WEEK

MEETING TO BE IN BOSTON

Seek Information from Companies Regarding Disability and Double Indemnity Benefits by Occupations

The Occupational Rating Conference, comprised of representatives from various life insurance companies who deal with questions of occupation rating and risk classification, will hold its fifth informal intercompany conference in Boston May 23-24. These conferences will take place in the new auditorium of the John Hancock Mutual Life building.

The meeting will be opened by Dr. Frederick L. Hoffman of the Prudential and Babson Institute, with an address on "Development of Scientific Occupation Rating."

Another address scheduled is by Charles F. Horan of the Hood Rubber Company on the subject of "Some of Industry's Later Efforts in Eliminating Dangerous Substances."

Informal Discussions Scheduled

There will be a number of informal discussions and symposiums on kindred subjects, including "The Rayon Industry" and the "Rating of Radium and X-Ray Workers."

The conference will make a special effort to have each company represented bring forth information regarding "Disability Benefit by Occupation" and "Double Indemnity Benefit by Occupation."

The Boston arrangements for the conference are in charge of Edwin E. A. Fisher of the underwriting department of the John Hancock Mutual Life. Mr. Fisher has charge of the risk classification work for that company.

and money coming in all the year 'round. Several southern states are competing with Florida in supplying the north with early products, and agricultural wealth is steadily growing. Of course, everyone knows of the textile development in the south, but this is extending also to other manufacturing lines. The demand of the average growing southern city is for two things: the agricultural development of the "back country" and "more payrolls."

Try to Conserve Business

The better type of life men spend a good deal of time on their collections and keeping the business already written in force. Due to the comparative scarcity of money it requires about as much effort to keep the business in force as to write it in the first place. Southern life men are quite interested in the American Central Life's new plan of paying the same commission on the second year's premium as on the first. They say this is really sound because on the average policy many an agent will not make the proper effort to renew the second year for a 5 percent commission, forgetting that he is clinching his renewals for the years to come when he renews the second year.

Can Get Small Town Business

It does not follow that all companies take the same view as the Aetna Life as to rural business. Oscar Palmour, general agent of the Connecticut Mutual, for instance, has an agent at Crawfordsville, Ga., a town of 1,000, who led the company's force last year in the number of policies written. This agent, B. L. Hollis, proves that good business is to be found in the small town and the country as well as in the city. It shows that if the business is properly followed up, it renews just as well as the city business, for Mr. Hollis' renewal record is very good. He had been in the grocery business at Crawfordsville in a small way and first wrote life insurance on the side.

MASSACHUSETTS MUTUAL HONORS C. O. FISCHER

GENERAL AGENTS' PRESIDENT

St. Louis Agency Head Recognized for His Ability as Executive Organizer and Underwriter

Chester O. Fischer, general agent of the Massachusetts Mutual Life in St. Louis, has been made president of the general agents' association of his company. This is splendid recognition of his ability as an underwriter as well as an executive and organizer, and of the high esteem in which he is held by the general agents of that company. He is now serving as vice-president of the



CHESTER O. FISCHER
Massachusetts Mutual General Agent

National Association of Life Underwriters.

The Massachusetts Mutual has made wonderful strides in St. Louis under his supervision and the production of his agency this year surpasses any previous record.

His record in Crawfordsville shows that good business can be written anywhere.

Had Money for Luxuries

At first he thought the people had no money to spend for life insurance. He looked about him and saw that they got money somehow to spend for automobiles, victrolas and all the modern luxuries. When he came to the realization that people never lack money for the things they want most, he set about showing his fellow townsmen that the thing they should want most is life insurance protection. After he got that conception thoroughly rooted in his mind, the rest was easy. Mr. Hollis knows the personal situation and affairs of everyone in his town, and he sells life insurance on the basis of their needs. Moreover, he watches out for their interests in every way. For instance, not long ago one of his policyholders took sick and Mr. Hollis knew that he would not live long. He became very much interested in the welfare and future of the two children, girls, and he felt very keenly that it was to them the life insurance should go for their protection and education. He made every effort and went to considerable trouble to get the proper instrument from the company to be signed by the assured before his death.

Writes Some Endowments

He gets considerable insurance that the average agent would overlook. He has written several single premium 10-year endowments for bachelors and others of some age without dependents who be-

(CONTINUED ON PAGE 14)

ASSOCIATION ANSWERS CALIFORNIA OPINION

Agent's Attorney Criticizes Logic of Deputy Attorney-General's Opinion

FILE COPY WITH DETRICK

Searching Analysis by Paragraph Reveals Fallacies of Decision on Bank Agency Question

SAN FRANCISCO, May 16.—The recent opinion by the attorney general's office of California on the bank agency question created by the activities of the Bank of Italy, is the subject of a searching analysis prepared by Charles A. Beardsley, attorney for the California Association of Insurance Agents.

While, says Mr. Beardsley, "in the main there is no reason to quarrel with the conclusions of the attorney general," he takes rather sharp exception to the logic of Former Deputy Attorney General John H. Riordan, in his interpretation of certain portions pertaining to the licensing of insurance agents, as well as his reference to a 1919 statute prohibiting the licensing of a bank employee which was later defeated by referendum.

No Principles Violated

Taking the opinion paragraph by paragraph, Mr. Beardsley concedes that the attorney general is undoubtedly correct in his conclusions as to the purpose of the section and that no legal or moral principle is violated in the absence of "coercive practices." But, says the association's attorney, "he is not so clearly right in his conclusions number 5 and 7. However, these other conclusions do not limit or qualify the effect of his conclusions numbered 1, 2 and 3 which are that it is the duty of the commissioner to satisfy himself as to the intention of each applicant and to refuse a license to any applicant whose principal motive is to write insurance that he or his employer is 'able to control.' This is the 'keynote' of the whole situation and it is exactly the proposition that was advanced by the association in its letter dated Dec. 30, 1927. It is in no way limited by the attorney general's conclusions numbered 5 and 7.

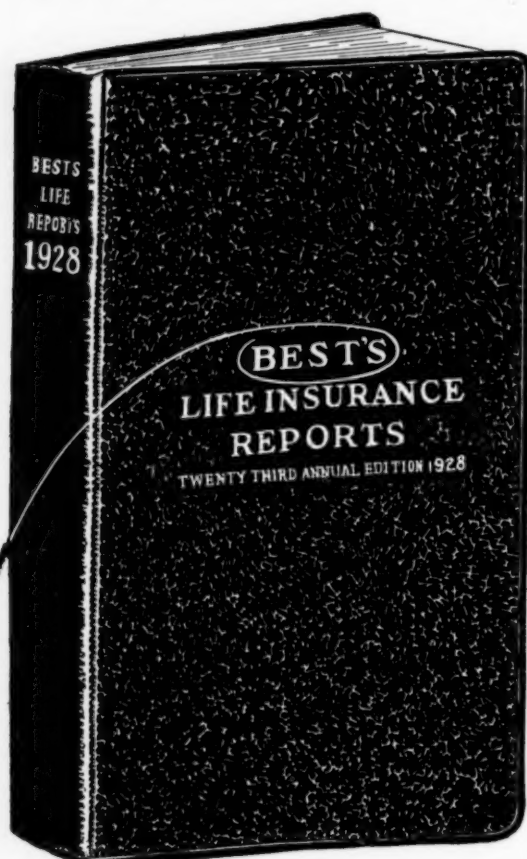
Criticizes Attorney's Logic

"Number 5 is that it is significant that a 1919 statute was defeated by referendum. But surely the attorney general does not mean that the commissioner must disregard the clear mandate of one statute simply because another statute was defeated by referendum. If the defeat of the 1919 statute by referendum indicated the will of the people that a license shall not be refused to a bank employee simply because he is a bank employee, and it may be cheerfully admitted that it does, then just as definitely the failure of the people to defeat section 633 by referendum indicates the will of the people that the commissioner should give effect to that section by refusing to issue a license 'until the commissioner has satisfied himself that the applicant's principal motive is not the writing of insurance that he or his employer is 'able to control.'

Test Ability to Control

"The attorney general's last conclusion, which is designated above as number 7, is that, if the applications are filed as a part of a scheme to use coercive measures, 'the latter might be said

(CONTINUED ON PAGE 14)



An extract —

"This Company [Northwestern National Life, Minneapolis] is jointly controlled by its policyholders and shareholders. The directorate is composed of prominent business men of the Northwest, leaders in the financial, commercial, and industrial world, who actively direct the affairs of the Company through an executive committee composed of six of its members. . . . It has had a very rapid, yet conservative growth. Its surplus is ample. The expense of management and the cost of new business is low. The mortality rate is very favorable. Its investments are diversified and yield a very good return. . . . Death claims are promptly paid. Net cost under its participating policies is very low.

★ Our general rating of this company is 'excellent.'

"Dividends on the stock are limited to the interest on the capital and the profits derived from non-participating business. No surplus derived from participating business paid to shareholders. . . . These provisions are all praiseworthy and very fair."

—Best's Life Insurance Reports, New York, 1928.

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

O. J. ARNOLD, President

STRONG ~ Minneapolis, Minn. ~ LIBERAL

The Company combining with all the advantages of mutuality, the benefits of a substantial capital.

★ Highest rating awarded.

BRITISH AND AMERICAN METHODS ARE COMPARED

DIFFERENCES CITED BY MOIR

President of United States Life Is Speaker Before Actuarial Society

Henry Moir, president of the United States Life, speaking before the annual meeting of the Actuarial Society of America in New York this week, traced the divergent developments of life insurance in Great Britain and America. Mr. Moir said that, prior to 85 years ago, most of the life insurance in this country was placed with British companies. Because of dissatisfaction with the regulations governing the business of insurance in America, the British companies withdrew about 40 years ago and since that time business has developed on quite different lines in the two countries. One of the prime differences is in the method of reporting official figures, the American reports being on a cash basis, while the British companies report on a revenue basis. Mr. Moir points out that this peculiarity in their bookkeeping is doubtless misleading to British actuaries when an attempt is made to compare the expense rates in the two countries.

He said that supervision has been much more active in America, than in Great Britain. American valuation requirements are more rigid and in general there is more regulation of the business in this country. The state insurance departments insist on complete annual reports. The British attitude towards the life companies has been to give freedom of action, provided there is full publicity as to what is being done.

The methods of distribution of dividends differ widely in the two countries. In Britain the dividend or "bonus" has been in the form of additional insurance while in this country the "annual dividend" immediately available in cash or its equivalent under certain options, has become the almost universal practice.

Surrender values in America are more liberal. In England there has been written much more investment insurance in the form of endowment policies maturing at relatively young ages, from 50 to 65. For similar reasons annuities and single premium insurance have developed to a greater extent in Great Britain than in this country.

As regards agency matters, there is still more striking contrast. There is no law against rebating in Great Britain and nearly all companies that pay commissions at all allow such commissions to bankers, brokers and other business men who, according to American ideas, would not be entitled to the compensation and who do very little to earn it. No license or registration fee is needed by an insurance agent in Great Britain. In America, on the other hand, each agent must be provided with a license. Our laws generally provide that no commissions shall be paid except to licensed agents and especially prohibit rebating. The American agency system has developed to a high point with a large body of competent full-time agents who are paid generous commissions. Partly as a result of our greater development of the agency system the per capita insurance in this country is almost three times what it is in Great Britain.

The paper includes a comparison of premiums and expense rates and arrives at the general conclusion that those who lapse or surrender their policies or die early in America seem to gain financially as compared with the corresponding group in Great Britain because of the lower premiums, liberal cash dividends and the higher surrender values, while those who pay high premiums, who take their bonuses as additional insurance and who live to old age, are probably better off under the British system.

HUGE LOSS FROM LAPSE REFLECTS ON SALESMEN

BLOCKER'S BALTIMORE TALK

Terminations Last Year Equaled Total Production of All but Four Companies

BALTIMORE, May 17.—Lapsation and the dissipation of the principal by beneficiaries were cited as two outstanding indications of poor salesmanship in the record of life insurance companies by Tom B. Blocker, agency instructor of the Travelers, in his address given this afternoon before the Maryland and District of Columbia Congress of Life Underwriters, which met in the auditorium of the Alcazar, Baltimore. Mr. Blocker spoke on "Everyday Sales Problems of the Life Underwriter."

Lapsation causes a quadruple loss, it was pointed out. There is the loss to the agent in renewal commissions and in prestige as a life underwriter, and selfish interest alone should cause the agent to bend every effort toward the conservation of his business. Lapsation also causes a loss to the company, as the high cost of issuing a policy and insuring the policyholder is not made up for many years. There is the loss to the policyholder, as most lapses occur during the early years of the policy when there are no cash values. The fourth loss, which the speaker termed the greatest, is that which the beneficiary suffers.

Lapse Equalled Production

Last year the lapsation of \$6,250,000,000 was equivalent to the total new business produced in 1927 by all but the four leading companies, and was sufficient to pay \$175 a month for twenty years to every family now living in Baltimore, Mr. Blocker said. It would have purchased all the beef, bread and cake, coffee and sugar consumed in the United States in 1927 with the entire vegetable crop thrown in for good measure, he also pointed out, in calling attention to the number of widows and orphans such a sum would have fed.

Only through proper selling can lapsation be reduced, and one of the remedies advocated was to get the prospect thinking of a policy in terms of rent money, food and clothing for his widow and children.

The problem of dissipation of life insurance proceeds is one on which it is difficult to obtain definite figures, according to Mr. Blocker. "We know that each year millions of dollars are lost through investment in fake stocks and some of this money must be life insurance," he asserted. The only way to be sure that a small amount of insurance will provide the necessary income for a family is to sell monthly income settlements, and since it is usually the widow's problem to get the most out of life insurance money, it becomes the duty of the agent to see that the money will last as long as there is need for it.

Offer Three Way Income

Every day sales problems resolve themselves into the proper development of the sales interview, the life underwriters were told. In case there should be an analysis, as the agent must determine the needs of every prospect, and in order to give service the agent also must know his company's plans.

It was suggested that the agent might find useful a plan which offers to the prospect a three-way income. First is the income for the family, which is nothing else than food, shelter and clothing. Second, income may be presented from the viewpoint of the policyholder's becoming permanently and wholly disabled, and third is income for old age.



WHAT BENEFICIARIES THINK OF EQUITABLE LIFE INCOME SETTLEMENTS

"Just one year ago Christmas morning I stood on the street and watched a building burn that was one of the principal sources of our income and I thought very gratefully of the husband and father who had provided a separate Life Insurance Income that such calamities could not affect.

"I only wish I could tell every father of small children how very uncertain life is and how absolutely necessary it is to provide some income that comes regularly without effort on the mother's part. Her mind, of necessity, is occupied with small cares which certainly unfit her to cope with the business world.

"This income certainly does come with unfailing regularity. In fact, when I go to the calendar for any purpose and glance at the 6th, it means Equitable to me."

"I am more than glad to write and tell you about the wonderful help this Income Insurance has been to me. At the age of 30 years, I was left with two small children and a home with a mortgage. During the last illness of my husband he explained to me the income plan. Of course I felt hurt to think he thought I couldn't hold on to the lump sum, but as he said, 'widows lose everything through their best friends, who are so willing to borrow or invest your money.' I can truthfully say I wouldn't have a cent if it weren't for this wonderful income plan. Each month without fail my check comes. Never late, never misses. My family are grown up and I have had this income for 15 years regularly."

"What a wonderful help and comfort your monthly check has been to me all these years! I am not a business woman, and to have to invest money, buy stocks and ask the advice of my lawyer and friends, would be a terrible trial to me. I am so thankful to be spared all this.

"The first day of the month my income check is at the door, the first mail. I appreciate it more and more, as the time passes. The absolutely unfailing regularity, and the realization that it will never fail, as long as I shall live, seems too good to be true.

"It is not only the financial aid, but it is a monthly reminder of my husband's thoughtfulness and kindness, and it has become a wonderful blessing to me."

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

393 Seventh Avenue

New York

W. A. DAY, *Chairman of the Board*
THOMAS I. PARKINSON, *President*

LANDWEHR ADDRESSES ASSOCIATION MEETING SPEAKS ON OPPORTUNITIES

President of Holland Furnace Company
Gives Life Agents His Opinion
on Outlook for Year

A. H. Landwehr, president of the Holland Furnace Company, who carries \$3,850,000 of business and personal insurance, was the principal speaker before a small assembly of members of the Chicago Life Underwriters' Association at the regular monthly meeting of that organization this week. Mr. Landwehr's subject was "Opportunities for 1928." He covered in a general way the business condition of the country at the present time, stressing the fact that the United States has become the creditor nation of the world, whereas previous to the war it was one of the principal debtor nations. He said that the United States, although it has only seven percent of the world's population, has forty percent of the world's recognized wealth.

With reference to the value of life insurance, he said that it is his belief that the man who invests \$200 in a \$10,000 policy has a better chance of becoming a worth while citizen than has the man who does not so invest. He said that life insurance is a stabilizer of wealth.

"Live and Help" New Creed

"Live and help," Mr. Landwehr said, "has replaced the creed, live and let live." He told the assembled agents that to be successful a man must organize himself—his time and his ability.

Mr. Landwehr said that business is changing because people's minds have changed considerably in their business thinking in the last half dozen years. "Business can be got," he said, "but you've got to be after it hard all the time." In speaking of the agricultural situation he said, "If we can make the farmer of this nation realize he is not as badly off as he thinks he is, we can gain business impetus much greater than we have today." He said that if federal farm relief is logical, it is just as logical to extend such relief to shippers, coal mine operators and to several other industrial groups whose business has not been particularly good in the last few years.

S. T. Whatley, Chicago general agent of the Aetna Life and president of the association, presided, and following Mr. Landwehr's address he appointed the following nominating committee to choose a slate of officers: W. W. Williamson, member of the Williamson & Wellbeloved general agency of the Connecticut Mutual Life; Alexander E. Patterson, general agent of the Penn Mutual Life; C. F. Axelson, of the Northwestern Mutual, a past president of the organization; E. C. Platter, an agent of the Massachusetts Mutual Life, and O. D. Richardson, agency supervisor of the Berkshire Mutual Life general agency. The election judges appointed are: Jens Smith, Pacific Mutual; E. J. Faltysek, Equitable Life of Iowa; C. C. Whitehill, New York Life.

The meeting paid its respects to Otis F. Hann and Robert Shafer, members of the organization who had died since the last meeting was held.

Missouri Fraternal Congress Drive

Organizations affiliated with the Missouri Fraternal Congress have opened a campaign for more general appreciation of the value of fraternal insurance and aid societies. Every order and society will make a special effort during the next few weeks to increase their membership. Included in the literature being broadcast throughout the state is a letter by James J. Davis, secretary of the Department of Labor, in which he lauds the efforts of the Missouri Fraternal Congress. Secretary Davis is an official of the Order of Moose.

WOMAN LEADS CENTRAL STATES LIFE AGENTS HONOR CLUB FOR FIRST TIME

EIGHT years ago if some one had told Mrs. Frances Burkhardt, of St. Louis that she would one day become a successful life insurance saleswoman she probably would have laughed. At that time she did not have the remotest idea of entering life insurance as a profession. Last year she paid for more than \$750,000 in new business, outranking any other agent, man or woman, employed by the Central States Life of St. Louis.

A. L. Harty of Cape Girardeau, Mo., former state superintendent of insurance for Missouri, gets the credit for the discovery of Mrs. Burkhardt's latent ability to sell life insurance. He first suggested she enter insurance. "You like people, you have considerable acquaintance and you don't have to know anything to sell life insurance," Harty told her jocularly.

Sells Policy to Sponsor

The suggestion struck a responsive chord. "I believe I will try it," Mrs. Burkhardt replied. So the next day she was on the trail of the sometime elusive prospect. She didn't have to look far for a live one. Mr. Harty it was, who was responsible for her entry into insurance and she elected him to purchase her first policy. He couldn't have resisted even had he so wished and signed on the dotted line for \$10,000.

With Mr. Harty disposed of Mrs. Burkhardt next tackled William K. Gardner, son of former Governor Frederick D. Gardner of Missouri, and convinced him that he should take out additional insurance.

First Woman President

That started Mrs. Burkhardt successfully in the "finest and most useful business in the world," and in June she will preside as president of the Central States Life Club—an organization composed of agents who paid for \$100,000 or more in 1927. She won the presidency by paying for more business than any other agent for the company. She is the first woman to become president of the Central States Life Club.

Prior to taking up life insurance, Mrs. Burkhardt was employed by the Bureau of Labor Statistics at Jefferson City. The salary was not large but came in regularly at the end of each month. Like many others she hesitated about giving up a "sure pay" position to launch out as a life insurance agent where the re-

muneration would depend entirely on her own ability to deliver. But she tackled it and has never regretted the venture.

Studied at Night School

After arriving in St. Louis, Mrs. Burkhardt took a night course in insurance salesmanship at Washington University. There she learned the chief essentials of successfully selling life insurance. Finishing the course she embarked upon her insurance career in earnest. Many breakers were encountered, but she was alert and persevering and had a firm belief in the service she was offering to prospective clients. If she failed to sell a policy to a man she believed able to pay the premiums she analyzed the reasons for her failure. And in most instances she agreed she was to blame, and in the future endeavored to avoid the same mistakes.

Studied Individual Prospect

Her course in salesmanship aided considerably, but she quickly learned that there is no beaten path to success in life insurance. Her chief discovery was that the theories taught at school must be supplemented by a careful study of each individual prospect. So today before endeavoring to sell a prospect Mrs. Burkhardt gets all available information in advance of the first interview.

If the prospect is a man, she knows his approximate age, income, nature of his business, his hobbies, how much insurance he should carry, etc. The same careful study is made of woman prospects. Nothing is left to chance. She also makes it a point to see as many as 20 people in a day. When possible she makes appointments for a specific time, finding that this enables her to cover more ground in a day's time.

Good Business Investment

Mrs. Burkhardt regards the purchase of life insurance as a good business investment and says that the person who buys life insurance should so regard it. She never mentions death in selling insurance, but stresses the advantages of the policy for the person who pays the premiums. She has induced many women clients to buy policies that will pay them a given monthly income when they attain a given age. She prefers to sell the hard-boiled business man who is sometimes hard to see but knows a good business deal when it is presented.

NO CHANGE IN SUN LIFE REGULATIONS ON AVIATION

The Sun Life of Canada has made no change in its regulations regarding aviation and the aeroplane flight by certain officials of the company while in Detroit had no connection whatever with any supposed investigation of the aviation hazard. The policies of the Sun Life contain no restrictions regarding aviation. The application, however, contains the following question: "Do you propose to engage in any form of aviation as a passenger or otherwise?" If this is answered "No" a policy is issued free from all restrictions, and should the assured subsequently take aviation flights he will be fully covered. If, however, the answer to the question reveals the fact that the assured makes periodical flights or intends to do so, an extra premium may or may not be charged according to the nature of the information disclosed.

The company does not consider that traveling by air has as yet reached the stage of safety such as to justify ignoring the risk where a person is likely to use this means of transportation frequently. Professional aviators are charged an extra premium and the amount of insurance granted to this class is limited to a moderate sum.

WISCONSIN REPORTS OUT; MAY ESTABLISH RECORD

MADISON, WIS., May 17.—What may be a national record for early completion and distribution of annual insurance reports has been established by the Wisconsin insurance department this year. It completed the report for 1927 on May 3 and distribution of the reports is being made this week.

Freedy Congratulated

Insurance men and companies operating in Wisconsin are congratulating Commissioner Milton A. Freedy on the early publishing of the reports. In appreciation for the work of his staff, Commissioner Freedy was host to the staff at a party on Thursday night, May 10. Last year, which was the first year for Commissioner Freedy, the reports were issued Aug. 12. The best previous mark in a five-year period had been Oct. 25.

A new method was used this year by Commissioner Freedy, in that when the material was completed in lots, these were sent to the printers, so that when the last lot was ready, the report was almost completed. In former years, all the material was held until completed before sending it to the printers.

DARBY DAY DISCUSSES AGENCY MANAGEMENT

ADDRESSES ACCIDENT CLUB

Says Supervisor Has to Deal With Human Nature Rather Than Specific Commodity Sold

A review of the general principles of sales management, which he declared are applicable regardless of the commodity sold, was given by Darby A. Day, Chicago general agent of the Union Central Life, in a talk before the Accident & Health Managers Club of Chicago at its meeting Monday, the last until fall. He said that the man who is directing the activities of salesmen has to deal with human nature rather than the specific commodity and that if he were directing an organization that is selling locomotives or carpet tacks, he would follow the same general line that he has in the life insurance business.

Self-Understanding Essential

He declared that 100 percent of the failures among men in supervisory positions result from lack of self-understanding—failure to measure up one's strengths and weaknesses. Just as an example, he suggested that a manager can't kick at his men for not getting down early if he is not there himself.

"Do you really try to analyze an agent's problems that he brings to you for solution?" he asked, "or do you shove him off to some subordinate?" The answer to that question he regarded as determining whether or not the manager is really building up an agency, no matter if it be for the sale of life insurance, accident and health, or any other form of protection.

"Get him to state his case fully," he advised. "Don't do the talking, except for questions to draw him out further. Let him do the talking, then think—think it out with him."

He advocated a weekly meeting of agents for an exchange of experiences, and suggested that such an interchange would demonstrate the fact that the best man wins.

"Not the best company," he added. "There is no best company. The question of superiority is wholly one of service, and that begins with the agent. If he tells his prospect exactly what he is selling there will be no disappointments and the policyholder will rate the company high. It is necessary not only to tell the truth but to tell the details."

A letter of greeting from J. B. Sackett, secretary of the Los Angeles Managers Club, was read, inviting the Chicago managers to attend its sessions whenever they are in the California city.

ALL ASSESSMENTS ON LIFE POLICIES CANCELED

DES MOINES, May 17.—In one sweeping action, the city council here, sitting as a board of review, has ordered the city assessor to cancel all assessments in his office made on life insurance policies. The action will affect hundreds of Des Moines tax payers.

The removal of the assessments was made despite the plea of a deputy assessor, who said that no court opinion on the legality of the assessments had ever been obtained in Polk county and that a test case is soon to come up.

The board of review based its action on an opinion of the attorney general of Iowa which declared that life insurance policies' cash surrender value could not be placed within the designation or definition of credits, and therefore was not taxable, and also upon the opinion of the former city corporation counsel, who declared in March of this year that assessments on the cash surrender value of a policy as moneys and credits are illegal.



A New Way to Warm Up The Ice Bergs—

Never before have Life Insurance men had the opportunity of really breaking down sales resistance and building up a favorable state of mind in the way the Estate - O - Graph makes possible.

Out of Here!

If you called on those cold prospects—those hard headed—in conference—no need for life insurance men ONCE A MONTH year in and year out—If you did—How far would you get?

Under such an attack—if it were physically possible, some might succumb to the constant pounding—but by far and large most of them would be goaded into exasperation ready to have you confined somewhere as a pest or nuisance.

Yet there is a way for you to call upon EVERY one of your prospects EVERY month and receive a cordial reception from each one.

The way is the Estate-O-Graph—each month it calls upon your clients—your prospects—it eases its way in and subtly arouses interest. How? Simply through that medium of universal appeal—the Rotogravure Picture.

What It Does

- 1 Sells Life Insurance.
- 2 Paves the Way for an Interview.
- 3 Reminds the prospect of your visit.
- 4 Puts Life Insurance in a NEW light.
- 5 Visualizes Life Insurance through pictures and designs.
- 6 Serves as a soliciting document.
- 7 Influences wife of prospect.
- 8 Makes the round of your prospects every month.

Probably no development of the twentieth century has had such immediate acceptance—such universal success—as the Picture way of selling. Today most commodities are sold through pictures. Hardly an advertisement appears today without a picture in it.

So we of the National Underwriter Company reasoned—if other commodities and services can be sold through pictures—why not life insurance.

The application of the idea resulted in the Estate-O-Graph. An eight-page rotogravure magazine containing no other name but that of the agent using it.

Its success exceeded all expectations—over 150,000 copies are now being used every month and the Estate-O-Graph is not yet one year old!

Now what is it that makes the Estate-O-Graph so eminently successful? Heretofore life insurance selling depended upon verbal and printed description—naturally there are limits to such selling.

The Chinese proverb which says a picture is worth 10,000 words is grounded upon fact—a good picturization of life insurance will convey more to the prospect than 10,000 words IF HE WOULD ALLOW YOU TO SPEAK THEM.

Thus the Estate-O-Graph warms up the prospect to the life insurance prospect—it opens up wholly unthought of application of life insurance. It goes down deep into that almost primal interest and curiosity of man in pictures. It does a host of things besides warming up the cold prospects and heating up the warm ones—it has a thousand uses. Write for "The Estate-O-Graph—what it is—what it does—what it costs." This 24-page book containing in addition valuable direct mail hints and selling suggestions will be sent free. Use the coupon please.

And the remarkable part of it all is that the Estate-O-Graph may be obtained for as low as

\$8.00
A MONTH

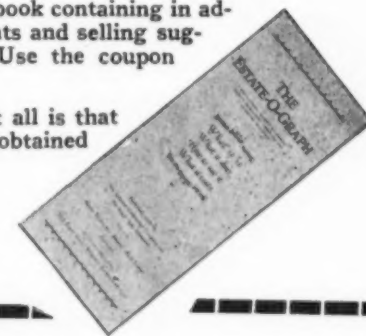
The National Underwriter,
1362 Insurance Exchange,
Chicago, Illinois.

Send me a sample copy of THE ESTATE-O-GRAPH and a copy of the 24-page free book about this picture magazine.

Name

Street

City State.....
N. C. 5-18-28



Skyrockets

make a tremendous fuss when going up and present an inspiring spectacle while at the peak of their climb, but, once they burst, their descent to oblivion is swift.

High Pressure

life insurance salesmen run the same course—but with disastrous results to themselves, their clients, and their company.

Safety First

tactics are the rule today with progressive life insurance salesmen and life insurance companies keenly alive to the many dangers incidental to careless agency management. The American Central fieldman does not "skyrocket" because he operates under a scientific arrangement that pays for the business that stays.



AS SEEN FROM NEW YORK

By C. C. NASH, JR.

TAKES BIG GROUP POLICY

Endorsement of group life insurance is given by one of the largest general insurance agency organizations in the world, Johnson & Higgins having placed a contract with the Prudential to cover its employees and those of its subsidiary and affiliated firms. Applying to itself the benefits it offers to clients through its life insurance department, Johnson & Higgins has insured its 607 employees for a total of \$1,570,500 on this plan. The premiums, minimum because of the size of the risk, are to be paid cooperatively. The policy covers both life and disability, with double indemnity. There are seven classes of employees among those subscribing to the plan, rated according to the salary received. Those earning less than \$1,000 are eligible to protection of \$500 and the amounts increase to a maximum of \$10,000. New employees will be eligible to this protection after three months of continuous service.

TO REORGANIZE ASSOCIATION

The old New York University Life Underwriters' Association, composed of graduates of that institution's life insurance course, is to be reorganized and it will launch an extensive program for the coming season. For the particular benefit of those studying to improve their sales methods, the association plans to hold a series of meetings at which outstanding speakers will discuss the important phases of the business, chiefly building their program around the central theme of "Business Insurance." A meeting is to be held next week at which plans for the year will be definitely outlined.

WARD ADDRESSES PENNELL MEN

Dieterich Ward of the Union Central Life was the speaker before this week's agency conference of the Frank Pennell agency of the State Mutual Life. Mr. Pennell is holding a series of these meetings for his men, having outstanding men from the field as speakers. Mr. Pennell was called out of town last week to Michigan by the death of a sister.

PRICE HAS NEW DAUGHTER

Frank J. Price, assistant publicity director of the Prudential, has been celebrating the arrival at his home of daughter who evens up the family group of three boys and three girls. Mr. Price is known not only as the Prudential publicity man, but as a former city editor of the New York "Herald-Tribune" and a prolific author of short stories in recent years.

MANHATTAN LIFE ELECTS

Thomas E. Lovejoy was reelected president of the Manhattan Life of New York at the annual meeting of the directors, held last week, the other officers reelected being Frank D. Kirven, vice-president; Alfred P. McMurtrie, secretary; Walter N. Stanley, actuary; and Harvey R. Halsey, assistant secretary. The directors whose terms expired were also reelected.

QUICK RESULTS

Mike Wallach is one of the newcomers in the New York agency organization of the Equitable Life of New York, but he has thoroughly established himself in the front rank of that company's producers. He entered the business with the Equitable just a year ago and finished his first contract year with a total paid business of \$1,023,000 on 46 lives. He entered the business with the conviction that he could jump into the millionaire class in his first year and this he did. He had previous sales experience, but not in life insurance, his foundation in that field being secured

in the company's training course immediately after taking out his contract. Now, one year old in the business, he stands second among the New York agents for April and third for the year thus far. Having set \$1,500,000 as his goal for 1928, he is consistently producing at this rate and bids well to stand out at the top of the list for 1929 production.

NEW YORK WAS LEADER

Once again New York life underwriters have the gratification of seeing their work stand out far above the average accomplishment in production nationwide. The April report of the country as a whole, as given out by the Association of Life Presidents, shows a decrease in production of ordinary business and just a slight increase in total production, as compared with April of 1927. As recently reported, the New York agents piled up a record April, many offices showing increases of 50 to 100 percent and practically all having at least a satisfactory increase. The same picture was seen in March, though not as great a difference as in April. The business seemed to be swept up in tune with the financial market in New York.

THE SUCCESSFUL APPROACH

Last week the twelfth in the series of insurance trust lectures being given by the Equitable Trust Company of New York was delivered by Milton L. Woodward, general agent of the Northwestern Mutual Life at Detroit. Mr. Woodward's subject was "Sales Methods that Have Proved Practicable Where the Need for Life Insurance Trusts is Indicated." In his talk, Mr. Woodward pointed out many experiences which he has had in utilizing the trust company approach, among them the following: "Thanks to a young trust company friend of mine for this suggestion to a certain life underwriter in Detroit. The latter came to him for suggestions. He was to make an evening call on a junior officer of a certain small corporation. The agent said he hoped to write him for \$10,000. The trust company man offered him merely as an experiment this suggestion: He was told that when he drove up in front of the prospect's house he was to think, believe and feel that he was one of the leading authorities on life insurance and estate distribution in the city, and to thoroughly believe that fact before he got to the door; that the man he was going to see had excellent prospects with his company; that he should have substantial life insurance and that if he did have abundant life insurance, he would apply himself more vigorously in making good in a big way, as the salesman knew he could. He was told to talk directly to the wife—completely ignoring the husband for the time being—to tell the wife what an excellent future her husband had before him in the company he was then affiliated with. Naturally, she would believe all this. She would be flattered by the attention shown her, and another 'wife who sometimes objects' would be with the salesman. Obviously, the husband would like the new appraisal just given him and would realize that the salesman was the man of the hour. If any interruption was offered, such as 'we cannot take more than \$5,000 or \$10,000' the agent was told to completely ignore it; that he was not selling policies, but a program of life and that the goal in insurance from what he knew of the situation was \$100,000; that that amount of money invested at a safe rate of interest would only bring to his family the amount of income that he had educated them to require and expect. Naturally, this was high, but it was a compliment and it showed the prospect what his economic worth was. \$50,000 was the result of this evening's work."

PLANS ARE COMPLETED FOR COUNSEL MEETING

EXCELLENT PROGRAM LISTED

Golf Tournament Will Be Held in Connection With the Gathering at White Sulphur

In connection with the meeting of the Association of Life Insurance Counsel at White Sulphur Springs, W. Va., May 25-26 Secretary Harry Cole Bates states that on the evening of the first day there will be a dinner at Kate's Mountain Club. Business sessions will be held during the morning hours. On Saturday evening there will be the usual entertainment features and prizes for the golf tournaments will be awarded. The chairman of the entertainment committee is Clyde P. Johnson, vice-president of the Western & Southern Life. The chairman of the golf committee is Francis V. Keesling, vice-president of the West Coast Life of San Francisco. The golf tournaments will be held in the afternoons. The speakers at the business meeting will be:

John M. Avery, attorney National Life of Vermont, on "The Nature of an Annuity;" John Barker, vice-president and general counsel, Berkshire Life, on "Administrative Law and the Insurance Commissioner;" J. Armitage Ewing, legal adviser Sun Life of Canada, on "Some Features of Quebec Life Insurance Law;" Arnold Hobbs, counsel Northwestern National Life, on "Group Insurance, a Discussion of Some of the Recent Decisions;" Lewis A. Stebbins of the Chicago bar, on "Does a Rebate Render the Policy Void?"

GROUP INSURANCE IS BEST LABOR PROBLEM SOLUTION

Speaking at a dinner given by W. R. Harper, Philadelphia, general agent of the Aetna Life, attended by representatives of the company from New York, Hartford, Reading, Rochester, Syracuse, Springfield, Mass., Scranton and Newark as well as by leading Philadelphia employers, Dr. S. S. Huebner of the University of Pennsylvania said that he believed that the labor problem could better be solved by group insurance through winning over the employer to the proper recognition of the wage earner's problems than it could by any costly method of government insurance.

He said that in Japan, where efficiency along these lines has been brought to a very high standard under the government plan, the rates are 20 percent higher than under the American plan of selection.

He said that group insurance has done more for the industrial worker in the last decade than has any other single device known to the business or social world.

He surprised his hearers when he stated that the advance the Japanese have made in this field of activity is only short of astonishing and that in Japan it is regarded as an economic and social necessity, not for the individual, but for the nation as a whole.

Blue Goose to Insure

The group insurance committee of the Blue Goose, an organization of fire insurance field men, has made a preliminary agreement with the American National of Galveston for group coverage for members of the order. When the proposal is accepted by 75 percent of the members of the organization, the master policy will be signed. Rates for the policy will be \$8 per \$1,000, unless the average age in excess of 45, then the rate will be \$10.50 per \$1,000. Each member will carry \$2,500 insurance with exception of those over 65 who will carry \$1,000. The policy includes total and permanent disability.



From an Agents standpoint a good financial statement is an excellent guide to the profitability of representation—look this one over.

TWENTY-EIGHTH ANNUAL FINANCIAL STATEMENT YEAR ENDING—DECEMBER 31, 1927

ASSETS		LIABILITIES	
Bonds and Stocks		Legal Reserve, Life	
Owned	\$ 9,831,749.82	Insurance Policies ..	\$10,973,342.00
Principally Govern-		American Experience	
ment, State, County,		3 1/2%, Standard and	
and Municipal Bonds		Sub-Standard 3 1/2%	
Real Estate Loans,		Legal Reserve, Dis-	
First Mortgage ...	7,596,973.48	ability Policies	202,030.37
Loans based on 50%		Contingent Reserve..	2,888,754.55
or less of property		Reserve for Epi-	
value		demics	1,000,000.00
Cash in Banks and		Gross Premiums Paid	
Offices	896,361.55	in Advance	387,914.83
(\$725,381.47 at interest)		Taxes Accrued, but	
Real Estate Owned..	834,606.46	not Due	331,905.36
Mainly Home Office		Due to Agents on	
Building		Bonds, Deposits, etc.	403,013.07
Loans on Bonds and		Mainly a Savings Fund	
Stocks	114,625.00	Policy Claims in	
Net Unpaid and De-		Process of Payment	
ferred Premiums ..	457,975.03	and Adjustment ...	179,882.35
Policy Loans	283,626.19	All Other Items.....	41,770.42
Interest Accrued and		Liabilities Other Than	
Unpaid	262,555.75	Capital and Surplus	16,408,612.95
Total Assets	\$20,278,473.28	Capital and Surplus..	3,869,860.33
		Total Liabilities ..	\$20,278,473.28
		Total Claims Paid 28 Years Ending December 31, 1927.....	\$ 57,976,110.40
		Total Life Insurance in force December 31, 1927.....	235,583,186.00

COLORADO—ILLINOIS—INDIANA—IOWA—KANSAS—KENTUCKY—MICHIGAN—MINNESOTA

"INDEPENDENCE FOR DEPENDENTS"

Request details for our remunerative contracts for

AGENCY MANAGERS FOR ILLINOIS — MICHIGAN — OHIO

You will benefit by our special attention now to these States

SECURITY LIFE INSURANCE COMPANY OF AMERICA

O. W. JOHNSON, President

134 North La Salle Street, Chicago

S. W. GOSS, Vice-President

OHIO—OREGON—PENNSYLVANIA—TENNESSEE—VIRGINIA—WASHINGTON—WEST VIRGINIA



George Washington Life Insurance Company CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents.

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary

NYLIC INCENTIVES and AIDS TO SUCCESS

Only 3 $\frac{1}{3}$ % Term

Q In 1927 Nylic Agents placed over \$927,000,000 of New Insurance, distributed by policies as follows:

Whole, and Limited	Number	Amount
Payment, Life	255,226	\$791,308,900
Endowments	48,182	104,881,500
Term	4,907	31,277,600
Total	308,315	\$927,468,000

Term Insurance was only about 3 $\frac{1}{3}$ % of the Total

Q Most underwriters agree that, in general, life and endowment policies are best for policy-holders.

Q Nylic rules and training strengthen Nylic Agents for meeting "sales resistance." Consequently they do not use Term Insurance as an easy answer to "I can't afford it."

"Is it any wonder that, measured by usual standards, Nylic agents are industrious, persistent, satisfied and happy?"



New Home office Building now being erected on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, President

346 BROADWAY, NEW YORK.

TEXAS "STANDS PAT" IN ROW WITH PENNSYLVANIA

WILL TEST LICENSE ISSUE

If Taggart Persists in Stand, Permits Will be Refused to Companies from Keystone State

AUSTIN, TEX., May 16.—While nothing further has been heard from Commissioner Taggart of Pennsylvania, whose refusal to license the Trinity Fire on the ground that there are "too many companies" there brought out a threat of retaliatory action from the Texas department, Commissioner Cousins of Texas is showing no indication of yielding in his position.

Mr. Cousins said his investigation reveals that the Dallas company complied with all the laws of Pennsylvania and that the whole thing hinges on the personal opinion of Mr. Taggart as to whether "the insuring public" needs the Texas company in Pennsylvania. He intimated that Mr. Taggart will find the "insuring public" in the Quaker state can probably get along without the Texas company, and he makes it plain that if that is the decision he will hold Texas can do without the Pennsylvania companies.

Taggart Has No Legal Basis

No legal right exists to refuse licenses on the ground that "enough companies are already operating," Mr. Cousins asserts, and insurance commissioners of various states are only retaliating with steps that were instigated by Pennsylvania.

Clarence W. Hobbs, former Massachusetts commissioner, who was in Austin last week, stated that Massachusetts is contemplating a similar move to that taken by Texas. New Jersey and several other states, he said, have already joined the boycott following unfavorable action by Pennsylvania toward their companies.

Some of the insurance men in Texas say if Mr. Cousins fails to license Pennsylvania companies to Texas, after they have complied with the provisions of the law, court proceedings probably will be started to compel the issuance of licenses. It was said by these insurance men that the Dallas company has recourse to law if it has complied with the provisions of the Pennsylvania law and that the Pennsylvania companies should not be penalized in Texas because of the action of Mr. Taggart in reference to the application of the Texas companies.

STATEMENT FROM TAGGART

PHILADELPHIA, May 16.—"I have never said, nor have I ever made a ruling, that I will not license any more companies applying for admission to Pennsylvania because there are enough companies in the state already. Reports that I did say so were originated by cheap little politicians," declared Col. Matthew H. Taggart, insurance commissioner of Pennsylvania.

"Does that mean, then," he was asked, "that all companies are welcome to enter the state?"

"No."

"I mean, if they meet all the requirements of the department?"

"No. It doesn't quite mean that, either."

Colonel Taggart then went on to say that he had not refused to license any more companies. He said that he was simply withholding, temporarily, action on application of outside companies to enter Pennsylvania. "I know, he said, "that I am morally right in my stand."

Three Reasons for Action

He said that his decision to withhold action was due to three reasons:

1. That he does not believe it is right for companies with a far from satisfactory experience on bad risks in their home states to come into Pennsyl-

Report Taggart May Take Judicial Post

PHILADELPHIA, May 16.—The rumor circulated in insurance circles that Col. Matthew H. Taggart would not be insurance commissioner of Pennsylvania by the time he sails on May 29 for France to revisit the battlefields of his World War days, gained added strength by reports from political circles that he was to be appointed to a judgeship by Governor Fisher.

Colonel Taggart, who was in Philadelphia the latter part of last week, left before the report was circulated and no confirmation could be obtained from him. Efforts to confirm the report at Harrisburg and also at the insurance department were also futile.

Colonel Taggart and Governor Fisher have been friends for many years and his appointment as insurance commissioner is said to have been motivated by friendship.

vania and take the money they make in the state to pay their losses in their own state. Pennsylvania, he said, has always had the second best experience of all the states.

2. That he feels it is his duty to protect policyholders of the state; that if a company from an outside state were writing business and the department became suspicious and wanted to make an examination of the company, it would first have to secure permission from the insurance department in the company's home state. If that department said, "We'll make the examination and you can take our figures," Pennsylvania would either have to go to war with that state or else accept the figures. If it accepted the figures and liquidation resulted, the policyholders, who had claims against the company, would get nothing, as legal fees, politicians' fees, etc., would eat up all the money.

3. That he is not in sympathy with having companies coming into Pennsylvania, making money in the state and then taking that money out of the state for investment in their own commonwealths.

Issues "DeB" to Texas

Asked what he would do in the matter of New Jersey refusing to license Pennsylvania companies Colonel Taggart said he knew nothing about the matter. Told that two Philadelphia companies and one Pittsburgh company had been refused admission to the state, he declared that the companies had not brought the matter to the attention of the insurance department.

And about Texas?

"The state of Texas," he said, "is not going to tell Pennsylvania how to run its insurance department. If Texas wants to kick out the Pennsylvania companies, let it. And, when its own companies fail, as they will in short order, it'll wish that it had some strong Pennsylvania companies to pay the claims."

Montgomery Heads "Ad" Club

A. W. Spaulding, advertising manager of the Hartford Accident, has been succeeded as president of the Hartford Advertising Club by Frank Montgomery, an advertising man who serves several insurance companies. The Hartford club has always been "insurance manned" more or less, with I. W. Longnecker, Leon Soper, Willard Rogers, Clarence T. Hubbard and A. W. Spaulding as recent presidents and a full complement of insurance men on the directorate including T. D. Faulkner, Warren Chapin and many others.

Mr. and Mrs. H. T. Boone of Panama are on a pleasure trip to the Pacific coast, spending most of their time in Los Angeles. Mr. Boone is the Pan-American Life's general agent in Panama.

STUDIES MORTALITY ON NEGRO LIVES IN SOUTH

GIVES EXPERIENCE OF PILOT

Arthur Watt, Secretary of Carolina Company, Speaks Before Actuarial Society

Negro mortality experience was summed up in a talk given by Arthur Watt, secretary and actuary of the Pilot Life, before the annual meeting of the Actuarial Society of America in New York this week. Mr. Watt said that previous available experience has indicated that Negroes were subject to a heavier mortality than whites. This appears to be due to a lack of resistance to disease—especially certain diseases as pulmonary tuberculosis and other respiratory diseases. Tables based on data drawn, in part, from the 1920 United States census, show that for both white and colored people the death rate is more favorable in rural than in urban areas. It is also shown that for the colored rural population the death rate is lower in southern than in northern states. The reverse is true of the colored urban population.

Gives Actual Experience

After outlining the underwriting practice of the Pilot Life, the experience of that company on colored lives insured under ordinary policies issued up to Dec. 31, 1924, was described. The volume of business included in the investigation was not large, 4,215 policies for \$5,805,500. Of the total exposure 78 per cent were on the lives of farmers. About 90 percent of the total business was issued to Negroes in North Carolina and South Carolina.

The total mortality was 95 percent by policies and 90 percent by amount, of the expected by the American Men Select Table. The experience of the first policy year was quite unfavorable. Excluding the first policy year the mortality was found to be 83 percent by policies and 81 percent by amounts of the expected by the American Men Ultimate Table. A further study of the mortality of this group (that is, omitting first policy year) by attained ages shows the ratios of actual to expected claims to be very heavy at the younger ages below twenty and between ages 35 and 39 and fairly heavy at ages above 60; for other ages, the ratios were on the average well below 100 percent.

A comparison of blood pressure readings with those given in the report on blood pressure published in 1925 by the joint mortality committee of the Medical Directors' Association and the Actuarial Society, indicates that for nearly all ages the average systolic, diastolic and pulse pressure readings were higher in the case of Negro lives. The outstanding causes of death among insured Negroes were: Tuberculosis of lungs, influenza and pneumonia, acute nephritis and brights disease, cerebral hemorrhage and paralysis.

Will Write Ordinary Life

The Empire Life & Accident of Indianapolis will soon begin writing ordinary life insurance. The company began business in November, 1908, as a mutual assessment association and reorganized as a stock legal reserve company, Feb. 2, 1922, with authority to write both life and accident and health insurance, being the only Indiana company organized under this statute which gives authority to write both forms of insurance. A large accident and health business has been built up on the industrial plan and some life insurance has also been written on this plan but life insurance has not been pushed vigorously as has been the disability business. Within about a year the company has also begun to write commercial accident and health insurance.

COMMISSIONER SAM B. KING DIRECT OPPOSITE TO HIS FIERY SUCCESSOR

COLUMBIA, S. C., May 16.—A sharper contrast between two insurance commissioners could scarcely be imagined than that presented by John J. McMahan and Sam B. King. Mr. McMahan, widely regarded as a fire eater, was defeated for reelection in South Carolina and in his stead Sam B. King, quiet, conservative, with no intention of tossing monkey wrenches, was elected. Mr. McMahan had long been a storm center in the insurance field and he had many ardent admirers and was generally considered as a man thoroughly sincere and above reproach so far as any question of integrity was involved. Mr. King is as yet unknown though his record of three terms in the state house of representatives would indicate that he will weigh his actions carefully.

Coming into contact with the new insurance commissioner of South Carolina, one is immediately impressed with his youthfulness, his energy and his cordiality of manner. Mr. King was born in 1897, the youngest man who has held so important a post in a long time in South Carolina, a state which usually "picks 'em ripe." The fact that he was elected over John J. McMahan,

veteran of more than one hard fought political campaign, shows something of his vote getting ability.

Formerly in Real Estate

Commissioner King is at his office early and late and gives close attention to his duties and is rarely too busy to receive visitors. Before being elected insurance commissioner he was engaged in the real estate business in Greenwood and served three terms in the house of representatives. He makes no pretense of being omniscient, admits there are many things about insurance he does not yet know in detail, but declares that if consistent study of these details will bring light, he will soon have that light.

No Radical Changes

"I intend to make no radical changes in the manner of conducting the business of the office," Mr. King said. "I entered the office with the intention of administering justice, so far as I am able, in every case that comes before me. I shall try to be fair to all and to show favoritism to none. I have only held the office a few weeks and realize that I have much to learn about its workings."

ATLANTIC LIFE FEATURED BY RICHMOND MAGAZINE

The Atlantic Life of Richmond, Va., is entering on its 29th year. May is its anniversary month. It seems particularly fitting therefore that the May issue of "Richmond," the monthly magazine published by the Richmond Chamber of Commerce, features the company on its cover. It is the doorway of the Atlantic Life home office building, portrayed by a local artist C. W. Smith, in four colors through the use of linoleum blocks. This issue contains a brief outline of the progress of the Atlantic Life. There is also a cut of Angus O. Swink, manager for Virginia and District of Columbia. He comes under the head of "Who's Who in Richmond" because he has done much in building the Virginia agency.

Equitable General Agency Meeting

At the annual meeting of the General Agency Association of the Equitable Life of New York, held at Atlantic City, there were about 60 in attendance, including guests. An enthusiastic welcome was accorded President Thomas I. Parkinson. Resolutions were adopted expressing the keen sense of loss felt by the general agents in the passing of Judge William A. Day, Manager Edward A. Woods of Pittsburgh and Manager Alexander M. Shields of San Francisco, all of whom had died during the past year.

Addresses were made by President Parkinson, Superintendent of Agencies William G. Fitting, Actuary Robert Henderson, Second Vice Presidents Graham and Stevenson and a number of general agents.

William M. Duff, who recently became head of the Equitable's agency at Pittsburgh, was elected president of the association.

Bought to Protect Estate

Gerald A. Eubank, now general manager of the life department of Johnson & Higgins, but at one time a general agent in Detroit, wrote \$675,000 of the \$1,000,000 line which David Gray, Detroit capitalist who recently died, carried. Mr. Eubank said that the reason Mr. Gray bought the \$675,000 line was to provide against the possibility of his estate's being obliged to meet a heavy demand for inheritance taxes at a time when it might not have been favorable to turn investments into cash.

PACE IS PRESIDENT OF NEGRO ASSOCIATION

Harry H. Pace, president of the Northeastern Life of Newark, N. J., has been elected president of the National Negro Insurance Association, which held its annual meeting at Columbus, O. W. H. Lee, secretary Afro-American Liberty Life of Jacksonville, Fla., was chosen vice-president. W. Ellis Stewart, vice-president and secretary of the Liberty Life of Chicago, was elected secretary. E. M. Martin, secretary of the Atlanta Life, was elected treasurer. C. M. Hayes, president of the Gibraltar Health & Accident of Indianapolis was chosen statistician.

The following were elected on the executive committee: E. H. Carry, vice-president Liberty Life of Chicago; T. K. Gibson, president Supreme Life & Accident, Cincinnati; C. C. Spaulding, president North Carolina Mutual Life; Anthony Overton, president Victory Life of Chicago; John Holloman, president Pyramid Mutual Life of Chicago.

F. B. Powell Resigns Post

Floyd B. Powell has resigned as regional superintendent of agencies of the Central States Life, effective June 30. Mr. Powell has been in charge of the Texas territory, with headquarters at Dallas, for the past six years and has made an excellent record in building the business of the Central States there. He entered the company in the state. He is a life underwriter of long experience, having been in the field for 20 years. He is planning to engage in agency work from the home office angle.

Oklahoma-Arkansas Directory

THE NATIONAL UNDERWRITER has just issued a new issue of the Arkansas-Oklahoma insurance directory. This comprises a complete insurance reference book for the two states, giving full information by cities and towns, furnishing names of agents and the companies they represent. In addition there is a directory of all companies doing business in the states with their state, special and general agents, officers, financial standing, etc. There is a digest of the insurance laws of the states, statistics of all companies showing business in the states for six years, etc. This is a very complete and handy book to have on one's desk.

DOUBLE INDEMNITY WAS CAUSE FOR CONTENTION

COMPANY LOST THE CASE

North Dakota Supreme Court Holds That Accident Led to the Death of Assured

Death of insured from injury caused by being struck by plow handle held accident within double indemnity clause of life policy.—In *Druhl vs. Equitable Life New York*, Supreme Court of North Dakota, 218 N. W. 220, the defendant issued a policy which provided for double indemnity in case the insured's death was caused by accident. While plowing the insured was struck in the abdomen by the handle of the plow which he was guiding. He was taken to a hospital and operated on for appendicitis. It was then found that he did not have appendicitis but certain obstructions in the intestines were discovered as well as a blood clot. The insured died ten days after having received his injury.

Liability Is Denied

On this state of facts the defendant denied that the death of the insured was accidental within the double indemnity clause of the policy. The trial resulted in a judgment in favor of the plaintiff. On appeal the higher court in reviewing the record and in affirming this judgment, said:

"There is no basis for the contention that the insured died as a result of any disease or illness. The great weight of the evidence is to the effect that he was in perfect health at the time the accident occurred. He had been so for a number of years prior thereto. The evidence justifies the inference that but for the injury received from the plow handle he might and probably would have continued to live out the full term of his life expectancy."

Obstruction Due to Accident

"It is true the death of the insured was caused by toxemia, or poisoning of the blood, but the evidence amply justifies the conclusion that the toxemia was caused directly and solely by the obstruction of the bowels, and that the obstruction of the bowels was due directly to the blow received from the plow handle."

"We are of the opinion that the evidence in this case warranted a recovery under the policy. In short, that the evidence justified reasonable men in concluding that the death * * * resulted solely from bodily injuries caused directly, exclusively and independently of all other causes by external, violent, and purely accidental means, to wit, the accidental blow by the plow handle, and that at the time he received such blow he was a man in good health, not afflicted with physical infirmity or suffering from any disease or illness, within the purview of these terms as used in the policy. The judgment appealed from is affirmed."

Grant Attends Columbus Meeting

W. T. Grant, president of the Business Men's Assurance, has gone to Columbus, O., to attend the Ohio and Michigan sectional meeting. He is taking the place of A. W. Hogue, vice-president, who was taken ill and had to return to Kansas City. C. W. Rogers, director of field service, conducted a school in Columbus the first part of the week, and the sales congress is being held May 17-18. Approximately 200 agents from Ohio and Michigan are expected to attend the meeting.

Penn Mutual Life

The Penn Mutual Life has increased its limit for men from \$250,000 to \$400,000, at ages 25 to 50. The company's limit for women has been increased to one-half of this new limit for men.

ASSOCIATION ANSWERS CALIFORNIA OPINION

(CONTINUED FROM PAGE 5)

to be actuated principally' etc. This conclusion is of no principal value, because it departs from what the attorney general correctly says is the 'key-note,' namely, the ability to control. The test is not, is there actual control but is there ability to control.

Aimed at Coercive Practices

"Conceding the attorney general's 4th proposition that the legislature aimed primarily at 'coercive practices,' it must be apparent that the legislature sought to prevent such coercive practices, not by requiring the commissioner either to exact or to act upon promises from applicants or their representatives that they would not exercise coercive measures, but by requiring the commissioner to 'satisfy himself' that the applicant was not actuated principally by the prospect of writing insurance that he or his employer was 'able to control.' The legislature probably assumed that in ordinary business operations and in actual practice the ability of a man in business to control business in his line is equivalent to actual control. And the business men in the Bank of Italy are probably no different from other business men in this regard.

"But, regardless of the motive that actuated the legislature, it clearly said that ability should be the test. That the bank has the ability to control the insurance business that it writes is obvious, and no one seriously denies it.

Sent Out Questionnaire

"The association sent out questionnaires to its members asking them this question, among others: 'Do you know of the bank soliciting insurance business on any property or interests in which they were not directly or in-

directly interested?' Of 207 replies, 206 answered in the negative, and the solitary affirmative answer related to an instance in which the bank had solicited insurance on property it had previously had under mortgage, which mortgage had been but recently satisfied.

"No one can, and as far as we know no one does, question the ability of the bank to control the insurance upon property that it has subject to mortgage or deed of trust. This is the insurance that its employees write, and this is the insurance that, as Mr. Bacigalupi admitted, 'was secured by virtue of the fact that the bank was concerned in the transaction.'

Deed Gives Control

"The bank's forms of deed of trust expressly give it control of the insurance. Paragraph 'Fourth' contains the provision that the insurance must be carried 'in an amount required by said beneficiary,' the 'beneficiary' being the bank 'by some insurance company or companies to be approved by said beneficiary,' the policies 'to be delivered to and held by' the beneficiary, and, in default thereof, the 'beneficiary may procure such insurance.'

"Furthermore," Mr. Beardsley points out, "the bank may, if it desires, make the granting of a loan conditional on its being allowed to write the insurance; and it is common knowledge that a 'request' from the bank's representative in that connection would be ordinarily regarded as equivalent to a demand, and equivalent to a condition, and would be as effective as a demand or condition. It is the ability to control that is the test; and no one seriously contends that that ability is not present in every case in which the bank is mortgagee.

"The statute refers to ability to control 'in whole or in part' which indicates that the legislature did not intend that any too nice distinctions should be drawn in reference to the nature of the

control or the means by which the control might be exercised. In this instance there exists the ability to absolutely control the writing of the insurance.

Motive Important Factor

"The motive of the applicant is admitted to be the important factor. And Mr. Bacigalupi issued his statement to the effect that the insurance that the bank's employees write and propose to write is insurance that is 'secured by virtue of the fact that the bank was concerned in the transaction.' This coincides exactly with the result of the association's questionnaire.

"Concerned,' as there used, is equivalent to 'interested.' And section 633 also requires the commissioner to satisfy himself that the applicant is not principally actuated by the prospect of writing insurance in which his employer is 'interested . . . in whole or in part.'

Bank Is Concerned

"Mr. Bacigalupi justifies the bank's retention of the premiums upon the ground that the bank is 'concerned'—meaning 'interested' in the transaction. In other words, he admits that the main motive in applying for licenses is the prospect of writing insurance in which the bank is 'interested.'

"And, according to the requirements of section 633, the interest of the bank is just as important, and just as much of a reason for refusing to issue a license, as the ability to control.

"In effect, Mr. Bacigalupi justifies the bank's retention of the premium upon the ground that it has succeeded in securing licenses in violation of the express terms of section 633."

Copy of the analysis has been filed with Commissioner Detrick and meanwhile licenses covering applications filed by the bank's employees continue to be held in abeyance by the commissioner's office.

SOUTH WORKING IN CREATION OF WEALTH

(CONTINUED FROM PAGE 5)

came alarmed at the number of bank failures in that section of Georgia and who were shown that the dividend returns would at least equal the interest that would be paid and the money in the Connecticut Mutual would be as safe as it possibly could be. There are very few foreigners as yet in the south, and the business is mostly written upon Americans of the old stock. These citizens are commencing to take a part in the south's new development. Even the towns and rural communities are feeling the effects of the great increase in education, technical and otherwise, and of the new spirit which grasps the opportunities which have not been seized upon before, in a section which has advantages in labor, lower living costs, pleasanter surroundings, etc., not enjoyed by some other sections.

JUDEA LIFE CELEBRATES ITS FIRST ANNIVERSARY

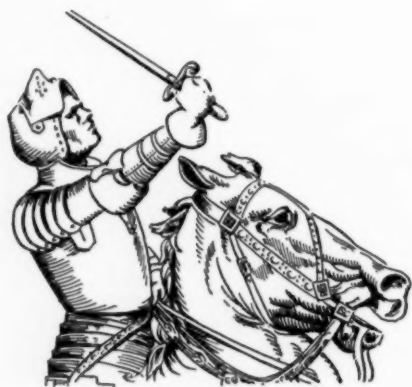
The Judea Life is celebrating this month the first anniversary of the company's commencement of operations in New York.

The celebration consists of a series of meetings of agents, policyholders and stockholders. The first of these meetings was held last week and was attended by the agency force of the company.

Addresses were delivered by President Strahl, Vice-President Mason, Abraham Goldberg of the Zionist Organization and by Messrs. Harry Siegel and Julius Jonas of the New York Life.

The Judea Life has written in the first 11 months of its existence about \$15,500,000 worth of insurance, of which close to \$11,000,000 was issued and over \$8,000,000 paid for. The company is now licensed in nine states.

A BOOK ABOUT OURSELVES



Leadership Earned

Leadership is usually not easily won. Many years of specialization in writing personal Accident and Health Insurance has had a very definite result.

WRITTEN FOR YOU

It is not by chance that agents of the Continental Companies lead in personal Accident and Health insurance volume in many cities and communities. The character of the contracts they offer and a well-devised selling plan is responsible.

Perhaps you are not getting the profit you should from the sale of this line. If you write the Agency Department, complete details of the Continental Plan will be sent to you at once.

CONTINENTAL CASUALTY COMPANY CONTINENTAL ASSURANCE COMPANY

H. G. B. ALEXANDER, President
910 South Michigan Avenue
CHICAGO, ILLINOIS

The Affiliated Continental Companies write practically all forms of Insurance and Surety Bonds

ATLANTA COMPANIES WRITE AIR COVERAGE

CITY TO BE FLYING CENTER

Several Carriers Writing Trip and
Other Accident Insurance—One
Writes Plane Covers

ATLANTA, GA., May 16.—With the opening of air mail lines between Atlanta and New Orleans and Atlanta and New York, and with the proposed opening of similar lines between Atlanta and Miami and St. Petersburg, Fla., and Chicago, the attention of local insurance companies is being directed to aviation insurance for air line passengers.

Several companies have already made arrangements for insuring passengers, and at least one company is arranging to insure not only the passengers but planes against loss or damage.

Two Passenger Covers

In the case of passengers, two sorts of insurance will be written. One of these is trip insurance, such as is now being sold to passengers on railroad trains and steamship lines, for the duration of the trip. The other is regular "participation in aviation" insurance covered by a clause in the accident policies being written. In both instances, insurance will be written only when the passenger is carried by a licensed pilot, in an approved plane, and over a regular route. None of the companies will give insurance to passengers going up in unlicensed planes or with unlicensed pilots.

One policy clause, which will be added to the accident policy if the insured wishes, and will probably be included in all new policies written, is as follows:

"Participation in Aeronautics," appearing in the double indemnity provision, is to be interpreted to include liability if the insured's death occurs as a result of his riding as a fare passenger in a licensed passenger airplane and while operated by a licensed pilot on a regular passenger route between definitely established airports."

Sufficient Insurance Available

In other words, Atlanta insurance companies are ready to give insurance at nominal rates to passengers who ride in licensed airplanes along regular and well-established routes. But the companies will not grant insurance under any conditions when passengers ride with unlicensed pilots or in home-made or untested planes. Nor will they grant insurance when passengers are flying over new territory in which guiding lights and emergency landing fields have not been provided.

Expansion at Home Office

The rapid growth of the International Life the past year has caused a general expansion of its home offices in St. Louis. The company now occupies seven entire floors of the home office building. The legal and investment department have moved into new quarters on the tenth floor while the first year department has moved from the 16th to the 14th floor, as the quarters of the mail and service departments on the 13th floor have been enlarged. The agency contract department also has larger space on the 16th floor and the educational and public relations departments have moved from the 12th to the 16th floor.

Life Notes

Richard G. Stone has been appointed general agent of the Franklin Life at Elgin, Ill.

Cecil East of Decatur, Ill., who will be graduated from Millikin University next month, will join the New England Mutual under Eber Snence, general agent. He will establish an office in Charleston, Ill., having supervision of Coles county.

RECENT COURT DECISIONS

Whether Payment of Premiums Waived on Grounds of Total Disability of Insured Held Question of Fact and Properly Submitted to Jury.—In *Levan vs. Metropolitan Life*, supreme court of South Carolina, 136 S. E. 304, the company issued a policy. It provided that if the insured became totally and permanently disabled, the payment of premiums would be waived during such disability, upon notice and proof of disability.

The insured carried the policy a number of years, but defaulted in the payment of the premium due the year before his death. Insured at the time of his death was confined in the state asylum for the insane. The company denied liability on the ground that the policy had lapsed for non-payment of premiums.

Attempted to Prove Disability

The beneficiary, plaintiff, brought action to recover, and set up that owing to the disability of the insured he was not bound to make further payments of premiums. The plaintiff introduced evidence which tended to prove that the insured was in fact insane when the premium was due, contending that in view of the terms of the policy the payment of further premiums was not required.

In reply to this the company set up that the insured had never given any notice of his disability as required by the terms of the policy. In turn the plaintiff set up that the insured's disability was of such a nature as to render him incapable of furnishing proof thereof. The trial court submitted the case to a jury and judgment was rendered for the plaintiff. On appeal the higher court in reviewing the record, and affirming this judgment, said:

"Coming to the case at bar, it was for the jury to say whether or not Levan was totally and permanently disabled as defined in the policy, and at the time the premium came due, by reason of this disability, whether he was incapable of furnishing proof, and whether the beneficiary gave notice with reasonable promptness under all the circumstances."

New York Life Case Cited

"The appellant cites the case of *New York Life vs. Alexander*, 122 Miss. 813, 85 So. 93, 15 A. L. R. 314, which holds that insanity does not of itself excuse the payments of premiums under a life insurance policy. There is no dispute about this as a general proposition, but in the case at bar the authority is inapplicable, because here the insurance company itself stipulated that total disability, whether caused by insanity or otherwise, would excuse the payment of further premiums, and the sole question of law raised by the exceptions is whether or not insanity, being the cause of disability and rendering the insured incapable of furnishing proofs, was an excuse for insured's failure to comply with the policy provisions in regard thereto."

Policy Was Locked Up

"It may be argued that the beneficiary should not have waited until after the insured's death to give the company notice of his condition. In the first place, there is some evidence that the company had notice of the condition itself. * * * Further, it appears that while the beneficiary knew that a policy was in existence she had no knowledge of its terms, and could not secure possession of the policy for the reason that her insane husband had it locked up in a certain black box."

Said Policy Had Lapsed

"Finally, prior to insured's death, she managed to get the policy, and she took it to the company's agent, who told her that it had lapsed, and, although she then and there informed him that insured was insane and incapable of mak-

ing his living, the agent failed to acquaint her with the policy provisions touching total disability, or with the fact that she must make proofs of disability, and admitted on the stand that at the time he did not know whether or not the policy had a disability provision."

"It therefore seems clear that there was evidence to go to the jury upon the question whether reasonable notice was given the company under all of the circumstances. It is the judgment of this court that the judgment of the circuit court be affirmed."

* * *

Where insured lost use of hand, arm and leg, held wholly disabled within terms of insurance policy.—In *Brinson vs. Jefferson Standard Life*, Supreme Court of North Carolina, 142 S. E. 1, the insured carried certain life policies which provided for certain payment in case he became permanently and wholly disabled from pursuing any gainful occupation. The insured was a farmer and suffered an accident which resulted in his loss of use of his hand and arm and leg. In addition the insured contracted a disease which further incapacitated him.

The company denied liability on the ground that plaintiff's injuries did not wholly and permanently disable him. Plaintiff brought suit. The trial resulted in a judgment in favor of plaintiff. On appeal the higher court in affirming this judgment said:

"In this case, * * * the evidence tends to show that plaintiff, as the result of his bodily injury, has lost, not only the use of his hand and arm but also that of his leg; and further that, in addition to his bodily injuries, resulting directly from the accident, plaintiff has suffered and is now suffering from a disease, which incapacitates him from pursuing, not only his occupation as a farmer, but also any other gainful occupation, in which effort, either physical or mental is required. * * * The judgment is affirmed. We find no error."

* * *

Held that if the body found was the body of the insured, it was for the jury to determine whether he destroyed his own life. If he did, the plaintiff cannot recover. The answer alleges that insured died by his own hand, and the burden of proof was on defendant to show that he came to his death by suicide. It is urged by defendant that on the evidence there was conclusive proof of suicide. But there is no presumption that he committed suicide. *Trudson vs. Metropolitan Life*, Sup. Jud. Ct., Mass.

* * *

Evidence of Suicide.—On September 16, 1924, the New York Life issued a policy of insurance on the life of Alman. In event of self-destruction within two years, the insurance company was liable only for amount of premiums that had been paid. It was also provided that the double indemnity provisions would not apply if death of insured resulted from self-destruction. Insured died on Aug. 18 or 19, 1925. Held that the evidence submitted was consistent only with the theory of suicide.—*N. Y. Life vs. Alman*, U. S. C. C. A., 5th Cir. (Ala.)

* * *

Seven Years' Absence.—Agent's statements to plaintiff were manifestly a mere statement of the presumption which would follow from Egan's absence if unheard from for a period of seven years, that in such event the insurance would become payable and would be paid to plaintiff if he regularly paid the premiums upon the policies during that period. This was not a promise that the company would pay the insurance to plaintiff after the lapse of seven years even if Egan were then found to be alive. Moreover, under the terms of the policies the agent possessed no authority to modify the provisions thereof prescribing time of payment.—*LaRaw vs. Prudential*, Ct. of Appeals, Dist. Columbia.

SCHRIVER SPEAKS BEFORE GEORGIA UNDERWRITERS

NEW OFFICERS AT ATLANTA

Retiring President Boyer, Who Is Moving to Birmingham, Presented
With Handsome Desk Set

More than 100 leading life insurance men of Atlanta attended the annual meeting of the Atlanta Association of Life Insurers last week, to listen to a splendid address by Lester O. Schriver, assistant superintendent of agencies for the Aetna Life, and to elect officers for the coming year.

Resolution of Regret Adopted

A resolution of regret was adopted at the retirement of President C. M. Boyer, manager of the Phoenix Mutual Life, who is leaving Atlanta shortly to become manager for the company in Birmingham, Ala. As a token of the esteem in which President Boyer is held by the local insurance men, S. M. Carson, general agent of the Aetna Life, presented him with a fine desk set.

New Officers Elected

At the conclusion of Mr. Schriver's address, the following officers were elected:

Henry M. Powell, general agent, State Mutual of Massachusetts, president; Lawrence Willet, general agent Penn Mutual Life, elected vice-president, and Guy H. Marchman, State Mutual Life company, secretary and treasurer.

Another \$1,000,000 Policyholder

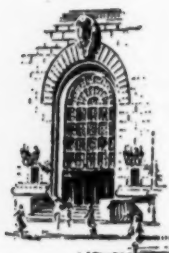
An addition has been made to the growing list of \$1,000,000 policyholders by the writing of a policy of that amount on the life of Gilbert H. Beesmyer of Los Angeles. Mr. Beesmyer is manager of the Guaranty Building & Loan Association and an official of several other financial and building organizations. The risk was accepted by the Mountain States Life through its vice-president, R. M. Stevenson. The writing of this policy gives Los Angeles 15 million-dollar policyholders. A number of motion picture people are included in the list.

DROWNING WAS NOT INCLUDED

Accident Policy Covering Injuries Received While Riding in Certain Conveyances Did Not Cover

In *Rhodes vs. United States Casualty*, supreme court of Arkansas, 288 S. W. 883, the company issued a limited accident policy which provided indemnity for loss of life by accidental means. In the policy there was set out a list of injuries that were insured against, and it was stipulated that liability for such injuries would accrue only when they were suffered by the insured while riding certain named conveyances. While this policy was in force, the insured was accidentally drowned at a swimming beach. The trial of the cause resulted in a judgment in favor of the company. On appeal the higher court in reviewing the record, and in affirming this judgment, said:

"Conceding that accidental death by drowning is one 'effected exclusively by external, violent, and accidental means,' as contended by counsel, it does not follow that such an injury comes within the terms of the policy, for the indemnity is, in express terms, limited to injuries which occur while the insured is riding as a passenger 'within a surface or elevated railroad or subway car, steamboat, or other public conveyance provided by a common carrier,' or while riding 'in a passenger elevator used for passenger service only.'"



A Thousand Dollar Increase in Income

The Life salesman who adds one moderate sized Accident policy a week to his production and renews a fair proportion of the business builds up quickly an additional income of \$1,000 a year.

Accident insurance sells so readily that this quota can be made without any decrease in life production.

For a table showing how Accident income is built up, address

**Connecticut General
Life Insurance Company**
Hartford, Conn.

WANTED

Three (3) good agency organizers; one for each of the following named states: --- Iowa, Missouri and Kansas. Unless you can sell Life Insurance successfully and acquire agents, who can produce, do not apply. Company is located in the Middle West.

For further information address
**The National Underwriter,
D-99
Chicago, Illinois**
and give references.

UNDERWRITING OF BIG POLICIES IS PROBLEM

(CONTINUED FROM PAGE 3)

companies report. Some companies have enjoyed a better experience on their big risks than on the small risks. But on the other hand, the majority of the companies cannot make so optimistic a report on this question, their big policy experience being of every gradation from unfavorable to unfortunate. In some cases it has been due to some few losses combining within a short period to make an unfortunate experience, for one or two of the million dollar cases can throw over the law of averages on an average business. In more cases it is the result of the race for volume. The competitive club is the dominating factor and this has caused the creation of a situation that is making for apprehension in many quarters.

Reinsurance Is Affected

Naturally those most interested in such a question are the reinsurance companies and the direct-writing companies which have reinsurance departments. As a very great volume of business today goes through reinsurance channels, it constitutes an important factor in the business. It is naturally more of a factor for these companies than others, for reinsurance deals largely with the large policies, while the direct writing companies deal largely with the average run of policies. The business that goes over to those handling reinsurance is the excess of acceptable limits to the writing company and thus at once exposes the reinsuring company to whatever added hazards there may be in connection with such business.

No Definite Experience

That there is an added hazard seems apparent, considering the business as a whole. This can only be speculation, however, for there is nothing upon which a definite conclusion can be based. There are some statistical reports, but of these the only conclusive one is the Canadian-American Mortality Investigation on business prior to 1915, which is neither representative of modern conditions, nor conclusively reported. As the underwriting problems on big policies vary with varying practices, the aggregate experience of all reporting companies can mean little. The mortality experience of the many different companies combines to give an answer that generally reflects the field, but in no wise is basis for any too definite statements. This investigation of pre-war business did show a situation worthy of study. The mortality on the \$50,000 business was about 15 percent higher than the ordinary run of business and the mortality on the \$100,000 risks about that much higher again. Without attempting to study causation, this conclusion was presented in the report.

Hazard Believed Increased

Since the war a new business world has been created and thus these old statistics are worthless today. At present it is not known what is the experience of the aggregate business. It is believed by most of the actuaries that there is still a selection against the companies on big risks and some considerable increased mortality is being incurred on them. But even this cannot be definitely ascertained, for it is known that some companies have enjoyed the opposite experience. Those who have given careful study to the matter from an all-inclusive viewpoint, however, still believe that there is an increased mortality on big risks, possibly less than the pre-war disadvantage, but still sufficiently large to be a costly item for the business as a whole. It is true there are some economies effected in big policy underwriting to offset mortality losses, but it is estimated that the best advantage to be thus shown would be about 3 or 4 percent, against which there is a very likely 6 to 10 percent mortality loss.

There are many factors which go to

create this situation. It is a complicated problem and indeed big policy underwriting is so far reaching in its complications that it can not be wondered that the underwriters have difficulty in finding the golden mean of selection. In the first place, there is the item of spread of business. Life insurance depends on the law of averages. Quantity must be secured to secure this average. And big cases, though now a very numerous quantity in the business, are still comparatively small in number. If all the big risks available could be put on the books, there would be no question as to experience. It would merely reflect the same experience of all business, for there is an actuarial sameness to it all, if all is considered. But, compared to the bulk of the business, only a few of the big risks are written and thus their experience may not be representative of the whole, being biased by selection or chance.

Incentive Is Different

Then, too, there is not the same incentive to buy these big policies that is found with the smaller risks. When a man buys a \$10,000 policy, he has some definite purpose in mind, generally home protection. When a man buys a \$100,000 or a \$1,000,000 policy, there may be a sound and certain reason for the purchase, but it cannot be so easily ascertained. It is the urge of business and not a personal need or desire that is to be gratified. This opens the way to greater possibilities of fraud. No one charges that these big business men are more fraudulent than the average risks, but the situation is such that there may be a selection against the companies in favor of the cases which verge upon fraud. When business and not personal affairs is at stake, there may be the urge of business pressure to overlook certain factors that would not be overlooked by the careful study of the individual case. The man's associates, seeing the need for protection, may stretch a point just enough to secure that protection and at the same time not press too hard their business ethics. There are countless legitimate cases where business insurance and tax insurance apply, but there are many others where the interest may not be wholly legitimate and yet it is next to impossible to ferret out the truth. There can be no doubt as to the purpose of the small policy and there can be much doubt as to the purpose of the big policy.

Anti-Selection Is Seen

Linked with this is the item of inspection reports and while they are an invaluable aid, they are not as effective in the case of big risks as in the case of ordinary risks. Some companies report that they have far more bad reports in proportion from the small risks than from the large, but this is often answered by the belief that the truth is not often forthcoming in the case of the large risks. It is difficult to get subordinate or associates of big men to give facts regarding their personal affairs and it is very easy for the big men to overlook minor facts and not be tripped up on them. Thus, when there is an obvious desire for a large line of life insurance, it is probably easier for the million dollar case to secure the policy against odds than it is for the \$10,000 case. Underwriting carelessness seems to grow in direct proportion with the size of the policy. The net results of this is that not only do the companies incline toward laxity in underwriting, but there is a definite group selection against the companies on risks of this class.

Careless Underwriting Results

There is much evidence of this carelessness in underwriting throughout the field. Countless cases could be cited to show that many cases which careful study would keep off the books find their way into home offices. Just as an example, one company rated a certain risk at about 50 percent substandard some two years ago, refusing the case. After shopping about, the agent placed this risk for \$500,000 in 35 companies. And the remarkable part of this case was that

the 35 companies accepted the risk on a standard basis. Within two years' time, the rejecting company found justification for its action by reading of the death of this policyholder, from the cause it had recognized as imminent. That is but one of many such cases. There have been many deaths among the big policyholders in the past two or three years, many of whom had policies in force but a short time. And many of these had been rejected by some companies outright. As some actuaries point out, there might be a wide variance in practice which would allow for a variation in acceptance on small risks, but when large sums are involved, it would not seem the soundest approach to the business to have such wide variations. And it is quite generally conceded that such risks, even at times beyond the border-line margin, would not be accepted were they not of large proportions. Then, too, there is the danger of public ill-will being developed through too great publicity of such cases.

Competition a Factor

Competition is the big factor in this situation and the competition takes many forms. There is the competition of the agents in the field, of company against company and of reinsurance facilities. As for the agents, they not only hold up one company against another, but they wield an unusual power in the ranks of their own organization. The type of agent who sells the big risk is different from the average and these big producers are usually dominant men. Their dominance may extend to temporary domination of the underwriting policy. These men are not dishonest in any way, but their strong personalities may carry through against the better judgment of the underwriting departments. As an example, an agent may present a border-line case and tell the whole truth but tell it in such a convincing way that the weaknesses are overlooked and the case is accepted. Also, there is some danger where junior officers of the company are given underwriting power, for they fear the check-up of a rejection and probably put through many cases that would not otherwise be passed.

Greed for Business

Greed for business is the great company item of competition and it is this race for volume that leads many individual cases to loose underwriting practices. The companies that are desirous of building for size are apt to take many cases that would not otherwise be accepted, especially if they can reinsure a large portion of the risk. If they can find others to shift the border-line, they are willing to do so, in order to add to the immediate volume. One official points to this as a particular weakness in some cases, for the reason that some large producers are constantly on the alert for the records of such companies, immediately offering border-line cases, when a slump has been incurred and increased volume is thus desired. It is a difficult problem, however, for the company to reject these cases, for the agents who offer many of extensive proportions quickly resent rejections. They play one company against another for this reason and use this competitive club to force through some cases.

Reinsurance a Factor

The greatest competition comes from the comparatively new item of reinsurance. This, again, was particularly mentioned by Mr. Arnold in his recent address. Reinsurance has achieved a new and important place in life insurance and is, of course, closely allied with this increase in big policies. The insurance companies and reinsurance departments of all companies find competition of such a nature that the competition of direct writing companies seems as child play in comparison. The eagerness with which these surplus lines are grasped is a detrimental factor and makes it difficult for even the most conservative official to hold firm in his underwriting program. As the ultimate underwriting of the big cases comes up to the reinsurance com-

Drewry Becomes "Bulb Magnate;" Old Times in Cincinnati Are Recalled

L. D. DREWRY, who is the senior partner in two general agencies of the Mutual Benefit Life at Cincinnati, and Chattanooga, Tenn., was at his Cincinnati office last week after a winter's stay at his farm in Florida, which he has become one of the "bulb magnates" of the state. Mr. Drewry has his farm near Daytona Beach, and has 15,000,000 narcissus and other bulbs. Another "magnate," Frank Simpson, who is one of the powers in the American Rolling Mill Company of Middletown, O., dropped in and the two got talking of old times. Mr. Simpson's father, the late Robert Simpson, was the pioneer state agent of the Mutual Benefit in Ohio and preceded Mr. Drewry in that position. His son has kept up his connection with the life insurance business and while he has large interests outside of insurance he stated years ago that he intended to write enough life insurance each year to support his family, if necessary. Although he gave comparatively little time to it he has been a steady large producer.

In the days when his father was laying a solid foundation for the Mutual Benefit, competition was very keen and methods were not exactly what they are now. Mr. Simpson had a great fight on with the Union Central and the exchange was at times hot and heavy. At that time the Union Central and many other companies were not of great proportions. Mr. Simpson once advertised in the daily papers that he would donate \$1,000 to a certain charity if the Union Central would dare to make application for admittance to Massachusetts. The insurance business has produced no better business men than Messrs. Drewry and Simpson and their hearts are still in the work, although they have branched out into other fields.

MUTUAL LIFE QUARTER MILLION CLUB MEETING

The annual meeting of the \$250,000 Club of the Mutual Life of New York is in session in Washington, D. C., opening Thursday. More than 400 mutual life men are gathered from all sections of the country and a large delegation of home office officials is in charge of the program. Among those present from the home office are President David F. Houston; F. L. Allen, vice-president and general counsel; George K. Sargent, vice-president and manager of agencies; Dr. G. M. White, vice-president and manager of selection; W. A. Hutcheson, vice-president and actuary; W. F. Shaw, assistant manager of agencies. William Marshall Bullitt of Louisville, Ky., prominent attorney and former solicitor general of the United States, will speak to the club members.

pany, it is thus seen that the competitive club in this field is a powerful factor in the case.

Is Individual Problem

There is little that can be done collectively in this matter. As in the case of the disability clause, it requires an acceptance of the situation by the companies individually and a withdrawal from the competitive race. Some of the companies now have drawn their lines sharply and accept only certain amounts of certain very standardized cases and leave the rest to the agent. These companies, standing aloof from the force of competition, have enjoyed a very favorable experience. It is believed that when the companies stop to look ahead at the possibilities in this connection, they will begin to check their high-pressure development and adopt similar standards. At present the situation is such that many officials are giving close study to it and the sudden shift in practices, such as suddenly developed with the disability clause, may be seen shortly.



SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE..... DALLAS, TEXAS

HARRY L. SEAY, President

Over \$124,000,000 Insurance in Force

Some very desirable territory still open in its home State—TEXAS. Exceptional Opportunity for the right man in Tennessee, Minnesota, Indiana, Oklahoma, Mississippi, California and Missouri. The Southland's agents receive wholehearted Home Office cooperation. For information Address

CLARENCE E. LINZ, Vice Pres. and Treas.
DALLAS, TEXAS

UP TO DATE 1928 OPPORTUNITIES FOR THE RIGHT MAN

1. Ordinary Life 6000 Special Contract.
2. Personal Life Monthly Income for rejected risks.
3. The best and most liberal sub-standard facilities.
4. Children's policies for Educational purposes from Age 1 day to 16 years.
5. Total and Permanent Disability Clauses.
6. Double Indemnity clauses, paying double the face of policy in case of accidental death.

These and many other new and unique features make "The Columbia" attractive to men.

Address: S. M. CROSS, President

COLUMBIA LIFE INSURANCE COMPANY
Cincinnati, Ohio

85 Years of Life Insurance Ideals and Service !

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in its field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

The Mutual Life Insurance Co. of New York

DAVID F. HOUSTON
President
34 NASSAU STREET

GEORGE K. SARGENT
2nd Vice-President and Manager of Agencies
NEW YORK, N. Y.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Mgr. GEORGE C. ROEDING and O. E. SCHWARTZ, Asso. Mgrs.

C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor

PUBLICATION OFFICE, Insurance Exchange, CHICAGO. Telephone Wabash 2704
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5781. RALPH E. RICHMAN, Manager.
E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE
80 Maiden Lane, Tel. John 1032
GEORGE A. WATSON, Associate Editor
CHESTER C. NASH, JR., Associate Editor
SOUTHEASTERN OFFICE—ATLANTA, GA.
1517 Fourth National Bank Building
W. J. SMYTH, Resident Manager

NORTHWESTERN OFFICE, DES MOINES
313 Iowa Nat'l Bank Bldg., Tel. Market 3957
J. M. DEMPSEY, Resident Manager

DETROIT OFFICE
848 Book Building, Tel. Cadillac 0004
O. M. KOENIG, Resident Manager

SAN FRANCISCO OFFICE:
105 Montgomery Street, Tel. Kearny 3399, FRANK W. BLAND, Resident Manager
Entered as Second-class matter June 9, 1900, at Post Office at Chicago, Ill., Under Act March 3, 1879

Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 cents
In Combination with The National Underwriter (Fire and Casualty) \$5.50 a year. Canada \$7.50

Has Done So, ne Notable Work

ONE could not read the report of Chairman H. A. SMITH of the insurance advisory committee of the UNITED STATES CHAMBER OF COMMERCE, who is also a director representing the insurance interests, without appreciating the constructive work that his great organization is doing. The insurance department has carried out the progressive policy of the UNITED STATES CHAMBER at large. It has aimed to be helpful and practical to its members. It has made many interesting investigations into insurance subjects that have a bearing on business life. Without prejudice and with an open mind, its investigators have gathered together information which assembled gives the members of the UNITED STATES CHAMBER a thorough view of insurance. The investigations were not made with the idea of persecution or praise. The various departments of the UNITED STATES CHAMBER are organized to secure facts and figures which can be assimilated by the members after they have been mobilized and deductions made.

The insurance department has been most fortunate in the character of its administration. The two insurance directors who have served the organization most faithfully during recent years are H. A. SMITH, president of the NATIONAL FIRE of Hart-

ford and JAMES S. KEMPER of Chicago, president of the LUMBERMENS MUTUAL CASUALTY. Mr. KEMPER retired at the last meeting, having been one of the most helpful members on the board. JAMES L. MADDEN, now vice-president of the METROPOLITAN LIFE, deserves particular credit for building up the insurance department to a point where it took rank with the best managed department of the national chamber. Mr. MADDEN and his associates in his department have given intelligent and discriminating thought to those subjects which in their estimation deserved review and scrutiny. The bulletins issued by the insurance department and the information conveyed in other ways had been most helpful. TERENCE F. CUNNEEN, who succeeds Mr. MADDEN as head of the insurance department, brings to that office a well trained mind and an impartial eye. Mr. CUNNEEN was third deputy superintendent of insurance in New York. In that position he gave every evidence of fairness, administrative ability and vision.

The UNITED STATES CHAMBER OF COMMERCE as a whole is a great business bulwark. It represents the conscientious, upstanding business of the country. Its annual meetings always attract wide attention.

No Fortune Is Secure

MEN of great wealth seemingly have had an unanswerable argument when life insurance men approached them and began to expound the virtues of life insurance as a sure ballast in any financial program. These eminent men who have made a great success and have amassed wealth often laugh at life salesmen, in their effort to interest them in insurance, taking the position that they had so fortified themselves that life insurance could add but little if anything to the structure they had reared. They even felt that they were life insurance companies in themselves in that their investments were varied and their holdings so large that they could withstand a storm.

For instance, the great Armour fortune in Chicago was at one time one of the largest private fortunes in the west. No one would have ever predicted that the Armour family would have found itself embarrassed, yet such was the case. Last week, "finis" was written in the financial career of the late J. OGDEN ARMOUR, son of P. D. ARMOUR,

the great packing and grain king. The immediate family of J. OGDEN ARMOUR paid out of their own personal fortunes \$10,000,000 to clear up debts. Millions more had been lost when Mr. ARMOUR was alive.

Perhaps this one incident has been the strongest in the working illustrations of life insurance men to show the uncertainty of private affairs. The Armours seemingly were well protected and guarded against extreme misfortune. Yet this magnificent structure was destroyed by a series of business cyclones. After all life insurance forms the surest foundation for any man, whether he be wealthy or not.

TELL me how much time you devote to self-betterment and I will tell your fortune, without cost or obligation and without looking at the palm of your hand.—*The Silent Partner.*

It's bad management to use up so much of our religion on Sunday that we don't have enough to last through the other six days of the week.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Charles Elias Mabie, former well known life insurance executive in the west, died last Friday at his home in Maplewood, N. J. The funeral was held Friday in that place at the home of his daughter, Mrs. R. M. Brown. Mr. Mabie was 72 years of age. He was president of the old Iowa Life of Sioux City that later moved to Chicago. Mr. Mabie was also subsequently head of the old Northwestern Life of Chicago. All this business was taken over by the National Life, U. S. A. Mr. Mabie was associated in his enterprises with Robert E. Sackett, now vice-president of the National Life, U. S. A.

Mr. Mabie was born in Sheboygan County, Wis. He was at one time president of the Life Indemnity & Investment Co. of Iowa. When he merged his two companies with the National Life, U. S. A. he became president of that company, which had been dormant for a number of years. After he disposed of his interest in it, he went to New York and became vice-president of the old Mutual Reserve Fund Life. He retired from business about 15 years ago. Mr. Mabie was a cousin of the late Hamilton Wright Mabie, associate editor of the "Outlook" and well known author.

Julian S. Myrick, New York general agent of the Mutual Life of New York and president of the National Association of Life Underwriters, returned to his office this week in a colorful state. Mr. Myrick was in Washington, D. C., last week for the annual meeting of the United States Chamber of Commerce and while there indulged in a few rounds of his favorite sport, tennis, which left its mark on his face in the form of a midsummer coat of red.

John A. Reynolds, vice-president Union Trust Company of Detroit, was elected a director of the Detroit Life at the annual meeting of the stockholders of that company. Mr. Reynolds' election comes as a formal recognition of the value of the very constructive work he has done in furthering the life insurance trust program and the cooperation between insurance underwriters and trust companies.

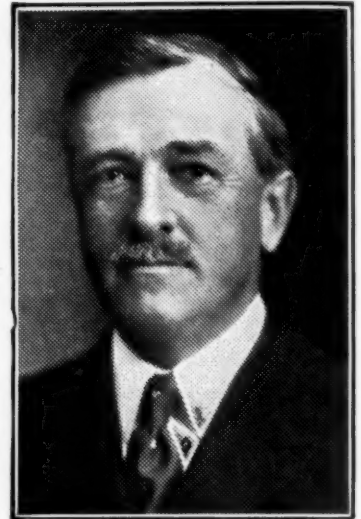
Mrs. Johanna Scholte Nollen, mother of Henry and Gerard Nollen of Des Moines, died last week at her home there following a protracted illness. Henry Nollen is president of the Equitable Life of Iowa, and Gerard Nollen is president of the Bankers Life of Des Moines.

Mrs. Nollen was born at Utrecht, Holland, in 1842 and came to this country at the age of 5 years. Her family founded the town of Pella, Ia., with 8,000 acres acquired by the family for settlement.

Dr. Louis Schaefer, associate medical director of the Brooklyn National Life, died suddenly Monday. Dr. Schaefer had been associate to Medical Director Frank J. Jennings since the organization of the company. Prior to that he was a medical examiner for the John Hancock Mutual. He was a specialist in pediatrics and was a member of the Kings County, New York State and American Medical societies.

Homer Guck, for many years prominent in life insurance activities in Michigan, has resigned as vice-president of the Union Trust Company of Detroit to go to New York, where he will engage in newspaper work. Prior to his connection with the Union Trust Company Mr. Guck was assistant to the president of the Detroit Life.

Insurance men are pleased that Walton L. Crocker, president of the John Hancock Mutual Life, was reelected a director of the United States Chamber of



WALTON L. CROCKER
President John Hancock Mutual

Commerce from his section. He has served the organization most ably and faithfully. Mr. Crocker has the confidence of the people of New England, who are proud of his record.

Harry C. Anderson, manager of the Guardian Life at Savannah, Ga., since the opening of 1924, died in his home in that city while defending it against a burglar. Langford Anderson, one of Mr. Anderson's sons, is connected with the Guardian Life in New York agency.

C. A. Hamilton, who has taken charge of the life department of the Eliel & Loeb Co. agency in Chicago, began his insurance career 14 years ago in the health and accident business with the Inter-Ocean Casualty at Springfield, Ill. He later took a contract with the New England Mutual and then represented the Cloverleaf Life & Casualty at Bloomington, Ill. Following several years in the navy he became an agent for the Mutual Benefit and then was appointed Chicago general agent of the Register Life of Davenport.

Dr. Reynold C. Voss, assistant medical director, Pan-American Life, attended the recent meeting of the medical section of the American Life convention in St. Louis. While in St. Louis, Dr. Voss visited the Hoffmann Son & Co., Pan-American general agency there. From St. Louis he went to Lexington, Louisville and Chicago, where he visited the company's general agencies.

Robert E. Whitney of Chicago, inspector of agencies for the central department of the New York Life, is at his home at the Seneca hotel, following a serious illness. On his return home from Florida Mr. Whitney was stricken with acute trouble with his gall bladder, which burst. He was rushed to Chicago and taken to St. Luke's Hospital. For a time his illness assumed a very critical stage.

Arthur Levy, one of the most popular and highly esteemed life insurance men of Richmond, Va., succumbed to a stroke of apoplexy last Sunday morning. It was the third stroke he had suffered in ten days. He was first stricken May 3. Mr. Levy entered life insurance work eighteen years ago, joining the forces of the A. O. Swink agency of the Atlantic Life. Later he became associate Virginia manager. On account of declining health, he relinquished this post a few years ago, becoming district manager at Richmond and editor of "The Leader," house

organ of the Swink agency. He was holding these positions at the time of his death. Mr. Levy was a former president of the Richmond Association of Life Underwriters and was very active in association work.

Joseph H. Woodward, prominent New York consulting actuary, died suddenly Tuesday of pneumonia. Mr. Woodward was 46 years old and a member of the well known firm of Woodward, Fondiller & Ryan of New York. He had been active in actuarial work for nearly a quarter of a century, both in life and casualty lines. After studying at Yale and Harvard law school, Mr. Woodward joined the actuarial department of the Travelers in 1904 and two years later was appointed actuary of the Connecticut insurance department. In 1908 he was called to New York as actuary of the New York insurance department, which post he held until 1914, when he was appointed actuary of the New York State Industrial Commission. During the war he served on the special actuarial committee which developed the war risk insurance plan. In 1918 Mr. Woodward left the departmental service, to become associate actuary of the Guardian Life and in 1920 he went with the Equitable Life of New York as assistant actuary. In 1922 he became a consulting actuary, joining the firm of Woodward, Fondiller & Ryan. During his entire career he was active in association work, being at one time president of the Casualty Actuarial Society. He was well known among actuaries, having given special study to many important problems, notably pension systems.

Owing to the illness of **W. J. Williams**, president of the Western & Southern Life, his brother, **Charles F. Williams**, vice-president, who had issued invitations for a dinner in honor of the president to be held last Saturday, was forced to recall them.

Clark Beymer, son of **Mrs. L. F. Beymer** of St. Louis, assistant secretary of the American Life Convention, has had a signal recognition given him by the Goodrich Rubber Company. Since graduating from the University of Nebraska, Mr. Beymer has been at the Akron, O., office. He is now transferred to the new Goodrich plant in Los Angeles, thus receiving promotion.

George L. Grogan, manager of agencies for the Bank Savings Life of Topeka, just returned from a trip to the eastern cities. He visited the company's representatives in Philadelphia and Cleveland.

Jay F. Chappell, head of Jay F. Chappell & Co. of Chicago and of the Florida firm of the same name, died last Wednesday night at Asheville, N. C., where he had driven with his wife and two of his four children to attend a reunion of his class in the Asheville School. He was ill for three days with double pneumonia. He would have been 31 in August, and although a young man had already made an unusual success in the insurance business. He resided in Oak Park, a suburb of Chicago. He was born in Memphis, Tenn.

Mr. Chappell had his first insurance experience while he was still a student at the University of Chicago. From the university he went into the naval air service with the rank of ensign. He joined Marsh & McLennan in Chicago following the close of the war, and four years ago founded his Chicago firm. He was a nationally known tennis player, having the title of sixth ranking player in Chicago, and was also prominent in racquet squash, football and swimming circles. He is mourned by a host of friends in the insurance business in Chicago and in Miami, Fla.

Sam R. Weems, general agent for the Minnesota Mutual Life at Dallas, Tex., has established quite a record in the "App-a-week" class. The company began keeping "app-a-week" records in April,



Linked up with The Lincoln National Life

Abraham Lincoln once said: "The ant who has toiled and dragged a crumb to his nest will furiously defend the fruit of his labor against whatever robber assails him."

How much will a man fight to protect his home and family?

What better word could be spoken than this sentence from the Great Emancipator to illustrate the natural duty of man to protect his property and his loved ones from all assailants. To protect his home and property more surely man has developed his great system of law and order, with punishment for infraction of just rules.

To better enable him to protect his home and family from the jeopardy of uncertain future he has developed a great system of financial preparedness called life insurance.

Upon the foundation stone of this philosophy of protection as voiced by Lincoln great insurance companies have grown. The Lincoln National Life Insurance Company, which squares its actions by Lincoln's high ideals as it borrows his name, is built on a fine conception of service to every man who has potential obligations to others which might remain after he is gone.

To that end it has gathered a great corps of actuaries and specialists and insurance technicians to develop the details of a service as complicated as insurance. It calls upon the science of mathematics to service its actuarial demands. It calls upon the science of medicine for its contribution to its work. It calls upon the science of law for still another contribution.

Listen to the words of our General Counsel:



"Just as insurance is designed as a protection to the future happiness of the dependents of the insured, so does the law hold out its hand to safeguard and protect insurance, and see that its legal details are in order and in good form. The law, like insurance, is both a servant and a protector."

B. F. Baird, General Counsel,
The Lincoln National Life Insurance Company.

Accordingly the General and Associate Counsels of the legal staff of the Company have much to do, not only in safeguarding policy form and provisions, but in connection with the investments made with the moneys reserved for policyholders and the payment of their claims at maturity.

The careful adequate work of Lincoln Life's legal department is typical of the careful work of all departments of the institution. Superbly equipped in its beautiful and efficient home office building to render expeditiously all necessary service, and manned with an exceptionally capable staff of workers, the Company strives to deserve the fine reputation it holds among those that know its excellence.

This is but an example of the numerous strong points of our Company, which is as the strength of steel. Others are its continuous successful management from the beginning, its state held reserves, its growing assets, its splendid policy offerings, its well selected staff, its peerless agency spirit, its fine equipment.

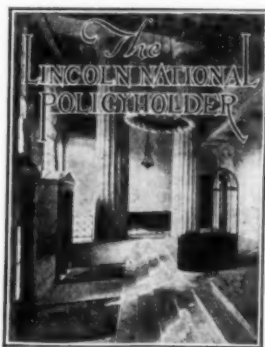
8 Perhaps among its strong points should be listed very prominently its aggressive spirit, and its great will to serve and to grow, its iron determination to merit fully the confidence which is more and more placed in it by its veritable army of policyholders and friends.

The growth of such confidence is indeed a fine compliment to the aggressive and progressive qualities of yet another though smaller army, the fieldmen of The Lincoln National Life Insurance Company, as fine and able a body of men as any land affords.

These men are carefully selected, carefully trained, and carefully serviced. Sales clubs, conventions, printed helps and aids of every kind are available to inform, stimulate and encourage.

The tools of the LNL fieldmen are keen and carefully fitted to their needs. Special policies fit the numerous special needs of protection of many different men. Any life interest or hazard may be protected in some way through the adequate LNL list of policies.

Wide is the territory when LNL men work. Washington, California, Texas, North Carolina, Pennsylvania, Michigan, and many a state between are organized by Lincoln Life men. Take Illinois, for example, where great agencies are planted, and where new work is being undertaken. Here there is opportunity for men who can measure up to the ideals and opportunities of this aggressive, progressive company, to find happy, congenial, remunerative agency work.



Cover of LNL Miniature Policyholder's Magazine Showing Entrance Lobby of Beautiful Lincoln Life Bldg.

The Lincoln National Life Insurance Company

Ft. Wayne, Indiana

Insurance in Force, more than 520 Millions

A TOWER OF STRENGTH

Insurance in Force
\$1,500,000,000

ASSETS\$400,000,000
SURPLUS AND CONTINGENCY
FUNDS 57,000,000
TOTAL LIABILITIES 343,000,000
(Including Paid-up Capital)

Interest on policy proceeds, profits, etc.,
left with the Company
FIVE AND ONE-HALF PER CENT

Total investments in United States securities
exceed \$168,000,000

Dividends to Policyholders increased
for eighth successive year

SUN LIFE ASSURANCE COMPANY of CANADA

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have

A Wider Field—

An Increased Opportunity

Because we have

Age Limits from 0 to 60.
Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.
Participating and Non-Participating Policies.
Same Rates for Males and Females.
Double Indemnity and Total and Permanent Disability features for Males and Females alike.
Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

WANTED

STATE MANAGER for MISSOURI A Man

- WHO can earn at least \$10,000 a year
- WHO wants to be a part of the most progressive life insurance company in the country
- WHO knows the value of personal contact with Home Office executives and
- WHO has the courage to act immediately upon an unusual opportunity

Address F-54, care The National Underwriter

1922, and up to April 21, 1928, according to the home office record, Mr. Weems has been turning his application every week. And he has been doing it since that time, so far as that goes. The company records show Mr. Weems an "app" a week for 312 consecutive weeks, and the records in the Dallas office show he is still going. Mr. Weems' personal record from March 1, 1922, to April 21, 1928, was 1928 applications for \$6,083,250, or an average of \$4,693 per application.

S. D. Scott, district manager for the Mutual Life of New York at Fargo, N. D., has gone to Washington, D. C., to attend the convention of the \$250,000 Club of the company. This is Mr. Scott's tenth trip of this nature. He was accompanied by Mrs. Scott and son, David, and Miss Emma Johnson, sub agency cashier in the Fargo office. The trip is being made by motor, with stops in Milwaukee, Chicago and Indianapolis.

Mr. and Mrs. Dix Teachenor of Kansas City, Mo., announce the birth on May 5 of a daughter, whom they have

named Dolores. Mr. Teachenor is a \$1,000,000 producer with the Kansas City Life.

Dr. Harrison Akers Wright, trustee and medical director for the Northwestern Life & Accident of Seattle, died there last week. He was formerly a member of the state board of medical examiners.

Commissioner Matthew H. Taggart of Pennsylvania leaves for France at the end of next week. He will visit the localities where he saw service during the war.

W. H. Savage, vice-president of the Great Republic Life, left Los Angeles May 11, on an extended trip to Texas and the middle west agencies of his company. His first stop en route was Amarillo, Tex., from which point he expected to go to Oklahoma City for a few days, thence continuing his journey to Dallas, Houston, San Antonio and other points in Texas. His plans contemplate an absence from the home office of about a month.

LIFE AGENCY CHANGES

ADDS TO ITS AGENCY FORCES

Central Life of Illinois Makes Announcement of Several Appointments for Production Offices

The Central Life of Illinois has announced the following appointments: George W. Lamson becomes general agent in charge of the home office agency, with offices on the twelfth floor of the home office building at 720 North Michigan avenue, Chicago, Ill. Mr. Lamson was superintendent for the Prudential for 25 years and was with the Western & Southern for three years. D. M. Long is appointed general agent at Pittsburg, Ohio. Mr. Long was formerly with the Equitable of Iowa. Matthew Walker, manager of the company's agency in southern California, announces the appointment of Richard Schattinger as associate manager of the southern California agency. Mr. Schattinger has been associated with Mr. Walker for the past three years. Another appointment just announced by the company is that of M. J. O'Connell as general agent for the Ottawa, Ill., territory. The home office of the company was located at Ottawa until December, 1923, when it moved to its present home office building in Chicago.

Jonathan C. Day

Jonathan C. Day has been appointed general agent for the Manhattan Life at Richmond, Va., succeeding Robert L. Ott, who had been representing the company there in that capacity for the last five years. Mr. Day is a newcomer to Richmond, having recently moved there from New York, where he was engaged in another line of business for 15 years. While a resident of New York he became a warm personal friend of Thomas E. Lovejoy, president of the Manhattan. Mr. Day's territory will include the entire state. Mr. Ott has joined the sales staff of the Equitable Life of New York in Richmond.

John A. Held

John A. Held has been appointed general agent of the Great Republic Life at San Diego, with offices in the United States National Bank building. Mr. Held was formerly a member of the city council of San Diego and has been prominent in the business and civic life of the city for the last 20 years.

R. D. Moorhead

R. D. Moorhead, a representative of the Equitable Life of New York at Hampton, Ia., has given up his contract with that company and will move to

Oklahoma City, where he will become affiliated with his brother, L. S. Moorhead, in the state agency for the Equitable Life of Iowa. He has represented the Equitable Life of New York in Franklin county, Ia., for five years.

B. A. Dodds

B. A. Dodds of Gouverneur, N. Y., a well-known insurance man, has become associated with the Watertown Underwriters, Watertown, N. Y., as manager of the life insurance department. Mr. Dodds, a graduate of St. Lawrence University, is former manager and editor of the Lowville "Herald." He served as a captain in the World War.

J. B. Slimm, R. S. Hart

John B. Slimm is the new general agent of the Connecticut General Life at Utica. He goes from the Buffalo agency, with which he has been connected for six years.

Mr. Slimm succeeds R. Seymour Hart, who goes to the Detroit office, after having been in life insurance work in Utica since 1910, most of the time with the Connecticut General. He organized the life underwriters' association of that city and a year ago was chosen its president.

J. S. Touchstone

Jonas S. Touchstone has been named manager of the Dallas, Tex., office of the Lincoln National Life. Mr. Touchstone for some time has been with the group department of the Metropolitan Life. He wrote one \$50,000 policy and a good many smaller ones. He is one of the widely known insurance men in Texas.

J. E. Mills

J. E. Mills, formerly deputy insurance commissioner of South Dakota, has been appointed field supervisor of the Midland National Life of Watertown, S. D. He has had 20 years' experience in insurance.

Charles L. Cofer

The Pan-American Life announces the appointment of Charles L. Cofer as superintendent of agents at Tyler, Tex. Mr. Cofer is a young man who has made a success in his life insurance work for the past four or five years. Mr. Cofer has ambitious plans for developing his territory.

James E. Hyatt

Pan-American Life announces the appointment of James E. Hyatt as general agent for east Tennessee with headquarters at Knoxville. Mr. Hyatt has

been engaged in the life insurance business in Knoxville for the past four or five years and has built up a large circle of friends and acquaintances. Mr. Hyatt takes an active part in civic affairs.

J. Paul Leebrick

J. Paul Leebrick, formerly connected with the Mutual Life, who about a year ago went to Honolulu in a general insurance office, has now been appointed representative for the Territory of Hawaii for the Occidental Life of Los Angeles.

G. H. Boright

G. H. Boright of Montreal has been appointed manager of the Hamilton, Ont., branch of the Manufacturers Life of Canada. He succeeds L. W. Waldron, who is retiring as Hamilton manager after 40 years of service. Mr. Boright is an outstanding personal producer. In 1927 he was first among all the company's representatives in the home field.

H. H. & W. J. Price

H. H. and W. J. Price have established an insurance agency at Amarillo, Tex., and are representing the Farmers and Bankers Life of Kansas in 27 of the Texas counties. H. H. Price formerly represented the company in Oklahoma. W. J. Price has been agent for the company here for two years.

Richard G. Stone

Richard G. Stone has been appointed Elgin, Ill., general agent of the Franklin Life.

D. S. Harris

D. S. Harris has been appointed general agent in Conway, Ark., for the National Equity Life of Little Rock.

J. L. and T. V. Gilbert

J. L. Gilbert and T. V. Gilbert, brothers, have been appointed Lawrenceburg, Tenn., general agents of the Volunteer State Life. Both men have had wide experience in the insurance business.

Harold F. Behm

Harold F. Behm, formerly a life insurance agent for Security Mutual Life of Binghamton, has been appointed general agent for the same company in Toledo, O. Mr. Behm has been with the Security Mutual since the latter part of 1927.

F. C. Heard, G. B. Davis

The Atlantic Life announces the appointment of Frank C. Heard and George B. Davis as general agents respectively at Birmingham, Ala., and Tampa, Fla. Both are experienced life men with good producing records.

Security Agency Company

The Bank Savings Life announces the appointment of the Security Agency Company as general agent for the St. Louis territory.

W. R. Irwin

W. R. Irwin of Wichita Falls, Tex., has been made general agent for the Sentinel Life in that city and 12 surrounding counties. Mr. Irwin will represent both the life and health and accident departments of the Sentinel. He has represented the West Coast Life in Wichita Falls for the past seven years.

Verner E. Lay

Verner E. Lay has been appointed agency manager for the Equitable Life of Iowa at Huntington, W. Va.

C. E. Thompson and G. D. Randolph

Charles E. Thompson, general agent of the New England Mutual Life at Cincinnati has resigned as of June 1 and will be succeeded by Guy D. Randolph

of the National Life of Vermont at Huntington, W. Va. Mr. Thompson has been with the New England Mutual many years and has been one of its trusted lieutenants, having been general

agent at Denver, Colo., for some years before going to Cincinnati. The company is moving its Cincinnati office to larger quarters in the new Chamber of Commerce building.

EASTERN STATES ACTIVITIES

PHOENIX MUTUAL MEN MEET

Home Office Agency Holds All Day Meeting—Addressed by Company Officials

The home office agency of the Phoenix Mutual Life of Hartford held an all day conference last week, stressing service to the company's policyholders. Vice-President Winslow Russell opened the conference of the group, which so far in 1928 is 150 percent ahead of any of its previous records of production and which is producing this year at the rate of \$6,000,000.

Clarence Roys of New Haven and Allyn Larkum of Hartford told of their experience in locating the individual in need of life insurance service. This was followed by a discussion of the company's new liberalized disability provisions by Assistant Secretary M. C. Terrill. At luncheon the men heard an address by James A. Giffin, educational director.

The afternoon session was opened by James A. Whitmore, agency manager, who told of the equipment with which the company supplies its men. E. Phillips Heath and Charles K. Oaks discussed building a clientele and Philip Holmes gave his experience in reducing the lapsation of insurance. This was followed by a discussion of business and partnership insurance by Lee Aldridge and an analysis of needs by Roy Tuttle.

Col. D. Gordon Hunter, manager of the agency, spoke of the increased service which the company had been able to render in the matter of life insurance trust through the use of the film, "Vanishing Fortunes."

Makes "Counselor" Mean Something

The term "insurance counselor" is to be confined, in Michigan, to its true significance, it is indicated by the insurance department, which is refusing to grant counselors' licenses to any applicants who do not appear personally at the department offices and pass a carefully prepared examination.

Five such counselors have just been licensed by the department out of 20 ap-

plicants. Only seven of the original list showed sufficient confidence in their own ability as actual insurance experts to appear for the tests and of this number only the five passed. Those licensed on this stringent survival of the fittest basis are: Hugh E. Van de Walker and John D. LaRue of Ypsilanti, David A. Taylor of Kalamazoo, Lewis C. Harter and Joseph B. Dexter of Battle Creek. Preparation of the examination questions and conducted of the tests was in charge of Joseph E. Reault, department actuary.

Brooklyn National Appointment

New York Managers, Inc., has been appointed general agent for the Brooklyn National Life in the uptown district of Manhattan. This general agency is under the management of Louis W. Schwartz and Julius Rosenman, who were formerly general agents for the Security Mutual Life of Binghamton. The Brooklyn National Life is maintaining its pace of over \$1,000,000 a month, the total paid business for the first four and a half months being \$4,600,000.

"Bequest Fund" Bill Still Alive

The Massachusetts house of representatives declined to follow the advice of its ways and means committee on the bill to create a "public bequest fund," the committee having reported unfavorably on this substitute for an old age pension system. The committee report declared the scheme was merely an entering wedge for a system of non-contributory old age pensions. The vote came on rejection of the bill and was lost 61 to 89, the bill going on the calendar for another reading.

Insurance School Providence

The New York University course in life insurance will be given in Providence, R. I., starting June 4 and continuing until Aug. 1, according to the arrangements made by the committee appointed by the Rhode Island Life Underwriters' Association. The classes will be held at Brown University and it is expected that membership will be over 80. The course will be conducted by R. G. Englesman and Vincent B. Coffin.

IN THE MISSISSIPPI VALLEY

LEADERS IN NEW BUSINESS

Nebraska Report Shows the Companies That Wrote Largest Volume in the State

The Nebraska preliminary report shows that the stock legal reserve companies wrote \$46,777,169 in new business in the state last year and the mutual legal reserve companies \$87,414,013. The leaders or those writing over \$1,000,000 in Nebraska last year are the Aetna Life, ordinary, \$3,223,203; group, \$2,111,940; Bankers National of Denver, \$1,807,279; Central States of St. Louis, \$1,369,400; Equitable of Iowa, \$1,996,011; Farmers Life of Denver, \$1,017,218; Franklin Life, \$1,151,460; Globe Life of Wilmington, Del., group \$1,127,000; ordinary \$464,000; International Life, \$2,899,996; Kansas City Life, \$1,893,356; National Life, U. S. A., \$2,298,285; Peoria Life, \$1,074,644; Reinsurance Life of Des Moines, \$1,883,210; Travelers, group \$3,468,937, ordinary \$5,156,353; Union Central, \$3,393,754; Security Mutual of Lincoln, \$2,116,372; Bankers

Life of Iowa, \$4,705,550; Equitable Life, ordinary \$3,618,175; group, \$11,041,277; John Hancock, ordinary \$492,247, group, \$2,500,000; industrial \$1,294,895; Massachusetts Mutual, \$1,352,266; Metropolitan Life, ordinary, \$3,838,269; group, \$3,212,129; industrial, \$4,367,420; Mutual Benefit Life, \$2,833,705; Mutual Life of New York, \$5,678,993; New England Mutual Life, \$2,353,359; New York Life, \$6,264,039; Northwestern Mutual, \$4,980,500; Northwestern National Life, \$5,570,586; Penn Mutual, \$1,178,014; Prudential, ordinary, \$3,909,066; group, \$1,024,800; industrial, \$6,170,462; State Life of Indiana, \$1,839,294; Guarantee Fund Life of Omaha, \$3,621,500; Illinois Bankers, \$1,305,885.

OPEN KANSAS CITY OFFICE

Haight, Davis & Haight Appoint Thomas M. Mott Manager of New Branch

Haight, Davis & Haight, consulting actuaries of Indianapolis, announce the opening of a branch office at Kansas

City, Mo., with Thomas M. Mott as manager. Mr. Mott has been chief assistant in the Omaha branch office. He received his early education in Kansas City and then attended the University of Kansas, where he took honors in the civil engineering course. After graduation he turned to actuarial work. His first connection was with the Bankers



THOMAS M. MOTT

Life of Iowa. He then went with the Liberty Life of Topeka, later going with the Legal Life of that city as secretary, treasurer and actuary. He is an associate member of the Actuarial Society of America.

Insurance Men Aid Fair

Some insurance men are working to make the proposed Chicago World's Fair of 1933 a success. Samuel Heifetz, one of the Chicago managers of the Mutual Life of New York, is vice-chairman of district No. 7, which includes the Insurance Exchange building. J. E. Purnell and F. D. Buckman are unit chairmen for the Insurance Exchange building.

Berls Agents Hold Golf Party

Fifty-eight members of the Harry F. Berls agency of the Equitable of New York in Chicago attended a golf party on Monday of this week, the men attending who qualified in April for the Century Club Managers Association. The winners' accomplishments also count for them toward Leaders Club membership and for the Mackinac convention in September. The golf party replaced the usual monthly leaders' luncheon meeting. In the Central Association the Chicago agencies of the Equitable were divided into eastern and western divisions. The western division won with \$27,480,104 of new business for April. The Robert F. Ryan agency won in the matters of points, volume, binder volume, binder applications and total applications.

Monarch Life Liquidation Near

But for the law's delay the Monarch Life of Kansas City, Kan., would now be liquidated. Commissioner Baker, who is the receiver for the company, is ready to make the payments to the stockholders, but the law requires that 40 days be allowed for creditors to submit their claims. It is believed that all of these claims have been presented and arrangements have been made to make complete settlement of all claims.

Goldman Is Making Record

A. Van Goldman, manager of one of the two ordinary offices of the Prudential in Chicago, who was installed only last June, is in third place among all the ordinary agencies of the United States in point of increase over the year's allotment. Mr. Goldman expects to make his 1928 quota by June 1. He is building a good agency staff of full-time men and is planning intense cultivation of the

field. He has been with the company eight years and went to Chicago from Minneapolis. Although the Goldman office takes brokerage business only on the straight agency commission basis, offering no special inducements of any kind, it writes a good amount of brokerage business.

Has Office Force Solicit

Hoffman, Son & Co., general agents for Pan-American Life in St. Louis are trying out a novel plan to get their whole office force interested in soliciting life insurance. They are offering every employe one day a month to spend entirely out of the office, soliciting. Extra remuneration is offered in the event they are successful and the management hopes by this plan to discover valuable "talent" among the office force. Each one must have at least five prospects, discuss them with Hugh Walsh, the manager of the life department, before going out on solicitation, and then report the following day on the success of their efforts.

Heifetz Agency to Move

The Samuel Heifetz general agency of the Mutual Life of New York at Chicago has announced that on Oct. 1 the general offices will be moved from the Illinois Merchants building to the 14th floor of Insurance Exchange South. A subsidiary service department already has been established in the Insurance Exchange South on the 14th floor of that part of the building which already has been completed. Edwin A. Bennett is in charge.

Wright Leads N. Y. Equitable

Harry T. Wright, associate agency manager in the H. F. Berls agency, Chicago, for the Equitable Life of New York, leads all the agencies in the United States in personal production for the year. The first four months of the year he sold \$1,000,000 of new insurance. Mr. Wright has been with the Equitable for 20 years and has been a \$1,000,000 producer for the past five years, numbering among his clients some of the most prominent men in the city. For 1927 he stood sixth in the country on the Equitable's list of producers.

Speaks on Insurance Trusts

The importance of cooperation between the trust company and the life underwriter was stressed by O. J. Neibel in an address before the officers and board of directors of the Commerce Trust Company of Kansas City at a meeting last week. Mr. Neibel is in charge of the new business department of the company.

Ray Habermann, Kansas City manager of the Phoenix Mutual Life, showed the picture, "Vanishing Fortunes" in connection with the talk by Mr. Neibel.

Kansas Insurance Day

According to present plans of the Kansas Insurance Day general committee, attendance at the Insurance Day gathering in Wichita, June 14, will not be limited to insurance people but those of the profession are being urged to bring their "clients." The evening meeting, according to Bert S. Berry of Hutchinson, chairman of the publicity committee, will be especially appropriate for "outsiders." All Wichita insurance men are being urged to bring guests for this meeting and those from out of town are invited to bring anyone whom they think would be interested in the program.

Hommeyer in Des Moines

Superintendent of Agencies Charles Hommeyer visited the Des Moines office of the Union Central Life last week, for an informal meeting with several Iowa agents.

Liberty Life Capital

The Liberty Life of Chicago has increased its capital from \$175,000 to \$200,000. Its net surplus is now \$100,000.

IN THE SOUTH AND SOUTHWEST

COMPANY RECALLS POLICIES

Court Rules Action Is Legal When Agent Brings Suit for Commissions

AUSTIN, TEX., May 17.—The Texas Supreme Court has held that an insurance company can make valid rules permitting it to recall policies without giving any explanation of its reasons and that the agent who obtained the business is not entitled to retain commissions for that effort. This was the decision in affirming the case of R. C. Salley vs Amicable Life. Salley sued for commissions which he claimed by virtue of having contracted for nine policies, three of which were sent him by the company but he did not deliver them, having advised his patron that he was awaiting the other six and would deliver all nine at one time, which was acceptable. The company learned of this and recalled the three policies and never sent the other six.

The nine policies aggregated \$425,000 and the commission was 90 percent of the first year premium if paid in 30 days and 85 percent otherwise.

Takes Trip Through Tennessee

On a recent trip through Tennessee, C. D. Corey, vice-president and superintendent of agents for the Pan-American Life, visited Harris & Bradley, general agents at Chattanooga, and held an agency meeting.

Mr. Corey also visited Clyde Berryhill in Jackson, Tenn., and met a number of Mr. Berryhill's new agents.

J. G. Richardson, manager of the Memphis branch, joined Mr. Corey in Jackson and accompanied him to Nashville. Mr. Richardson is very enthusiastic about the future of the Memphis branch, which is making splendid progress under his management.

Plan Dallas Essay Contest

At the regular meeting of the Agency Managers Club of Dallas it was decided to put on an essay contest among the grade pupils of the schools on the subject of "Why My Daddy Should Own Life Insurance." President W. E. Talbot named a committee consisting of Sam R. Weems, Abe Rosenbaum and Murray Edison to work out plans for the contest. Another committee consisting of Ben Thorp, Easley Waggoner and Dick Lee was named to accumulate data concerning trust estates and interview bankers of Dallas with a view of interesting them in this line of investments. The next meeting of the club will be held June 12 when "Insurance as an Investment" will be discussed.

Oklahoma Figures Given

Reports filed with the Oklahoma department show 103 legal reserve and four assessment life organizations writing business in the state during 1927, which was an increase of one new life company over 1926. The amount of new business written during the year by legal reserve companies, including ordinary, group and industrial insurance, was \$231,737,843, which was \$16,448,858 more than the previous year. The amount lapsed and ceased to be in force during 1927 was \$151,101,279, or 65 percent of the new business written. Corresponding figures for the years 1926 and 1925 were 62 percent and 58 percent.

Southern States April Campaign

Agents of the Southern States Life in the special April campaign to honor President Wilmer L. Moore in his 60th birthday month turned in 1,031 applications for a total of \$2,511,761. The increase in business over April, 1927, was

about 50 percent and the increase for the first four months of this year, since E. S. Albritton, vice-president and manager of agencies, has been in charge of the field organization, has been about 31 percent over the same period last year.

Arthur Levy Dies

Arthur Levy, a former president of the Richmond Association of Life Underwriters, who had been stricken with apoplexy at his home in Richmond a few days previously, died last Sunday. For years Mr. Levy has been assistant to A. O. Swink, general agent at Richmond for the Atlantic Life.

National L. & A. Makes Record

The Lexington, Ky., district of the National Life & Accident wrote \$1,001,325 of ordinary life during a 10 working-day period in April. There were 39 men who participated in the production, making an average of approximately \$26,000 per man for ten days. The record for the district in charge of Manager A. C. Thomas is said to be one of the best in production feats ever accomplished. The majority of the applications during the campaign were for \$5,000 or over. The leaders in production during the 10 days were Superintendent O. L. Wilhoite, who wrote \$104,540; H. T. Deam, \$101,500;

H. M. Lacefield, \$59,621; S. Y. Carson, \$57,600; G. H. Poe, \$56,540; W. A. Carson, Jr., \$52,240, and G. B. Piperson, \$51,250. All these men were also keeping their industrial debits up to date during the contest.

Philadelphia Life Gives Course

The Gordon Insurance & Investment Company, agency managers in the southeastern department for the Philadelphia Life, with headquarters at Monroe, N. C., is opening a special course in life insurance instruction for agents of that territory. This course of instruction will be given by Prof. R. M. Blount of Philadelphia.

The division office, which has been established at Monroe, N. C., for many years, will be moved to Charlotte within a short time.

App-a-Week Club Meets

The App-a-Week Club of the New Orleans agency of the Pan-American Life at its semi-annual supper had as guests of honor Dr. E. G. Simmons, vice-president and general manager; E. J. McGivney, vice-president and general counsel, and Dr. Marion Souchon, vice-president and medical director, and the wives of the members of the club.

The App-a-Week Club qualified 100 percent for the convention at Havana last November, seven of the members reaching the qualification entitling them to take a member of their immediate family as guest.

PACIFIC COAST AND MOUNTAIN FIELD

NATIONAL UNION LIFE ELECTS

G. I. Toevs Made President of New Spokane Company—Former Western Union Men Interested

G. I. Toevs, vice-president of the Centennial Mill Company of Spokane, Wash., was elected president of the newly formed National Union Life of that city at a meeting of the board of trustees. H. H. Hebert of the Kemp & Hebert department store was elected vice-president and J. W. Burgan of the Burgan department store and mail order house, second vice-president. Ford E. Duntun was elected secretary and O. R. Wagner treasurer.

This company was recently organized with \$250,000 capital, largely by former directors and stockholders of the Western Union Life, sold a few months ago to the Sun Life of Canada. It is announced that active business will probably be started about July 1. Harry Horne, who was with the Western Union Life for ten years prior to its sale, is said to be slated for director of agencies.

Insurance Commissioner Wins

The plea of the National Life Association of Des Moines, in which it asked the district court in Denver to instruct Commissioner Jackson Cochrane to approve a policy submitted to him, was

denied by Judge Bouck. The commissioner based his disapproval upon the fact that the "cash value" clause did not conform to Colorado laws and the court agreed with Mr. Cochrane.

Northern Life Convention Planned

July 12-14 has been set as the date for the Northern Life Tower Club of the Northern Life of Seattle. The qualification for the convention is that an agent deliver \$4,000 of first-year paid premiums by June 30.

Giles Made Vice-President

R. J. Giles, secretary and general manager of the Occidental Life of Los Angeles, has taken a leading part in the rehabilitation of the West American Fire and West American Casualty of his city, which have been in the hands of the state insurance department because of lack of surplus funds. Mr. Giles has been elected vice-president of these companies.

Lovelace Addresses Agents

Griffin M. Lovelace, third vice-president of the New York Life, in charge of education, addressed northern Colorado and southern Wyoming representatives of the company at an all-day conference in Denver last week.

The conferences were in charge of P. L. Corbin, Denver agency director for the company.

IN THE ACCIDENT AND HEALTH FIELD

GERM-ACCIDENT CASE TOPIC

California Decision, Where Court Reversed Itself on Rehearing, Discussed by C. O. Pauley

At the May meeting of the Chicago Claim Association, the last that will be held until October, C. O. Pauley of the Great Northern Life presented an interesting discussion of "Disease as an Accident." While referring to some of the earlier cases which held that the

introduction of disease germs into the system was an accident, he directed most of his discussion to the case of Moore vs. Fidelity & Casualty in the Supreme Court of California, now probably the leading case on that subject.

The original opinion in the case, handed down in July, 1927, and reported in 258 Pacific 375, decided against the germ-accident view, but on a rehearing the court reversed itself in an opinion handed down on Feb. 29 of this year. As Mr. Pauley pointed out, the decision is of especial importance, because it was not the result of a hasty re-

view of the case, but was given after months of consideration.

Death From Blood Poisoning

The case involved an accident policy issued to Mary Evelyn Moore, a graduate nurse, which contained the usual "accidental means" clause. While the policy was in force, the insured nursed a patient suffering from contagious blood poisoning. She contracted the disease and died from it. Suit was brought under the policy on the ground that death was caused by an accident, within its terms.

The original opinion of the court, in which all of the justices concurred, made a sharp distinction between the results to the insured and the means by which that result was brought about. The opinion says: "It may properly be said that the result to the assured, viz., illness and death, was unexpected and unintentional, but that is far from saying that the means that produced the illness and subsequent death were unexpected, unusual or not anticipated." It was shown that insured fully realized the danger in nursing a case of this kind and that the means through which the fatal malady was contracted by the assured was neither unusual nor unexpected. It was therefore held that, even on the assumption that the introduction of germs from the outside into the system could be classed as an accident, there could be no recovery.

Change Front on Rehearing

The opinion on rehearing bases the court's change of front primarily on the declaration that what are to be considered as bodily injuries must be interpreted in the light of the occupation of the insured. The court says the company is presumed to have had the hazard of the applicant's occupation in mind when issuing the policy; that one of the ordinary hazards to which a graduate nurse is exposed is the possibility of infection in cases of this sort and that the insured was covered against this hazard by the company's failure to include it among the risks which it did not undertake to insure.

The opinion came out more strongly than any previously handed down in declaring that infection as a result of contact with disease germs constitutes a bodily injury. It declares that the result is the same whether the injury is inflicted by flying germs or flying shrapnel, and that it is only a difference of degree.

Two judges, including the one who wrote the original opinion, dissented on the ground that the entrance of a germ into the human body, when unaccompanied by any abrasion or traumatic condition, was not a bodily injury as contemplated by the policy. They pointed out that under this interpretation the entrance of disease germs into the respiratory tract while the insured is on the street, in a public conveyance, at home or elsewhere would be covered and asked what the effect on the companies would have been if this interpretation had been in force during the "flu" epidemic a few years ago. They declare that the decision has by judicial fiat converted an accident policy into one of health insurance if the insured lives and one of life insurance if he dies.

Liberty Reinsures H. & A.

The General Accident has reinsured and taken over the accident and health business of the Liberty Life of Topeka. W. H. Howland, manager of the accident and health department for the General, returned to Philadelphia last week after spending two weeks in Topeka arranging details of the reinsurance. The business will be in charge of B. P. Scott, who was formerly manager of the accident and health department for the Liberty.

The Liberty Life desires to concentrate its efforts on development of its life insurance business and will continue efforts in that field. Last year, the accident and health business of the

Liberty Life totaled \$182,000, with losses paid of \$110,000.

"Fish Paradise" Drive Successful

Last Saturday afternoon the William E. Tucker "Fish Paradise" drive for new accident and health business staged by the Chicago office of the Commercial Casualty and organized by Val H. Hawkins, manager of the accident and health department, was officially concluded. The contest was won by David Hunter, who wrote 70 applications and who also won the honor of presenting to Mr. Tucker, Chicago branch manager for the Commercial, a plaque bearing the manager's likeness. The company wrote the largest volume of accident and health premiums it ever has enjoyed in one month. Seventy-eight agents participated in the contest. B. D. Kugler, accident and health underwriter in the home office of the company, was present for the occasion. About 50 agents and guests were present when the plaque was presented to Mr. Tucker.

The idea of terming the drive a "Fish Paradise" drive was founded on the fact that Mr. Tucker is one of the greatest fishermen operating out of Chicago. Each application represented a new addition to the reel, and the total catch was more than large enough to make the expedition satisfactory.

Air Travel Policy Issued

The Provident Life & Accident has issued a new automobile and air travel non-cancellable accident policy which protects the assured against automobile accidents and against injuries resulting from travel in passenger-carrying airplanes and dirigibles. The premium is \$10 and the policy contains the incontestability feature. It is issued for ages 16 to 65 (renewable to age 70). It also contains monthly indemnity, hospital indemnity and nurse's fee features.

Now Middle States Casualty

The Merchants & Bankers Casualty of Springfield, Ill., has changed its name to the Middle States Casualty, due to the similarity of the former name to that of several other companies and the desire of the officials to shorten the name somewhat.

The company is putting on a special drive for new business at this time and featuring industrial and semi-commercial policies.

Announce Atlanta Promotion

The Washington Fidelity National announces the promotion of Agent T. V. Webb of the Atlanta district to a field superintendency in that district. Mr. Webb has been with the company for a long time and has shown a very consistent record.

Cuban Business Satisfactory

Ted M. Simmons, manager of the accident and health division of the Pan-American Life, has just returned from a week's visit to the company's agency in Havana.

The Pan-American has been writing accident and health insurance in Cuba for the past several years and, according to Mr. Simmons, the business has been very satisfactory from every standpoint. He emphasizes, however, the importance of carefully educating the agent to the responsibility he assumes when writing accident and health insurance and as a consequence of the necessity of writing only the higher types of risk.

The Pan-American is also writing accident insurance in the Canal Zone and in the larger cities of Porto Rico.

Propose Bus Ticket Policies

LANSING, MICH., May 16—Proposed sale of travel accident policies for travelers on state bus lines has received the approval of the directors of the Michigan Bus Association and has been recommended to the association following the broaching of the scheme by the North American Accident. Under the plan, the policies, covering the single trip only, would be sold at ticket offices of the bus lines the same as travelers' policies are now sold at railroad stations.

State officials are inclined to the belief, however, that the present statute would not permit carrying out the plan, as they point out that railroad ticket offices are specifically mentioned as the only places at which such policies may be sold through railroad auspices.

Just Reinsurance That's All



The Reinsurance Life
Des Moines



Your 1928 Tool Kit

YOUR success in 1928 will be measured by the service you have to offer. The tool kit of the Ohio National salesman contains:

- 1—Monthly income policy issued to rejected risks.
- 2—Non-Medical or selective risk applications.
- 3—Unusual facilities for accepting sub-standard risks from the Company's own agents.
- 4—Juvenile Policies issued at ages 1 to 11, with waiver of premium on the father.
- 5—Budget premium payment plan.

The foregoing and all the standard tools furnished by progressive companies tell why "It Pays to Tie Up with the Ohio National."

For information in regard to an agency contract address:

The Ohio National Life Insurance Company

T. W. Appleby
President

Cincinnati, Ohio

E. E. Kirkpatrick
Sup't of Agents

YOUR OPPORTUNITY

Are you ready to broaden?

**Regional Manager or General Agent.
Splendid inducements.**

We have had 21 years consistent growth and are now in an extensive expansion program.

Agency Department under men who understand your problems.

We have a special contract for choice territory in Minnesota—South Dakota—Nebraska—Iowa.

Honesty—Ability to write new business and build an agency are the essential qualifications.

Write us in confidence to see if our desires and qualifications are mutual.

Address D-33

Care The National Underwriter

STATE MUTUAL LIFE ASSURANCE COMPANY

OF
WORCESTER, MASSACHUSETTS

**A PRACTICAL EDUCATIONAL SYSTEM
TO HELP THE NEW MAN START RIGHT
AND**

**HELPFUL SALES AIDS
TO ASSIST THE EXPERIENCED MAN
IN DEVELOPING HIS CLIENTELE.**

INCORPORATED - 1844
EIGHTY-FOUR YEARS OF SERVICE

Organizing Man-Power

The Penn Mutual is actively engaged in a campaign to organize the man-power of its Field force through carefully selected additions and through education and cooperative supervision.

Important General Agency appointments are being made, and a comprehensive plan of teamwork between Agency department and Field is being put into operation.

If you have organizing ability, or sales ability, or the desire to be a life underwriter, plus ambition and industry, we can supply successful methods for putting them profitably at work. Address—

Hugh D. Hart, Vice President

The Penn Mutual Life Insurance Company
Independence Square, Philadelphia, Pa.

Founded 1847

\$7.25 Invested This Way Pays Big Profits

It pays and pays BIG to know when policies expire—what kinds of insurance your client is holding—how much more he needs—how much you have coming in renewals—what accounts are delinquent. For then you can go out after the delinquents while there is still time. You can approach your clients with insurance proposals that fit the individual cases—you can see him near his birthday—Surely,

you owe it to your business to send in this coupon NOW.

FRED P. McKENZIE
Executive Secretary
LIFE UNDERWRITERS
ASSOCIATION
NEW YORK
Endorses
this Register

ACCURATE LOOSE LEAF CO.
31 NASSAU STREET
NEW YORK CITY, N. Y.

Whatever you have to say to Insurance men, you can do it more effectively through the advertising columns of The National Underwriter. One inch one column Want Ads are \$5.00 an insertion. Other rates on application.

National Underwriter, Chicago

Whether the law could be construed to include highway public carriers as "railroads" is problematical.

B. M. A. Louisville Meeting

About 100 Kentucky and Indiana representatives of the Business Men's Assurance attended a three-day sales conference at Louisville last week under the direction of the supervisors of the two states. C. W. Rogers, from the home office, was the principal speaker. E. W. Welton, state supervisor for Kentucky, and F. W. Moller, Indiana supervisor, also spoke. A. W. Hogue and J. H. Torrance, vice-presidents, were on the sales conference end of the program.

New York Club Plans Dinner

The Accident & Health Underwriters Club of New York is arranging a dinner for May 28 at Kane's Chop House. The program is to be announced later.

Inter-Ocean's Illinois Meeting

The Inter-Ocean Casualty held a state meeting of its district managers at Bloomington, Ill., Wednesday. W. G. Alpaugh of Cincinnati, vice-president of the company, and Ernest J. Johnson of Chicago, state manager, were principal speakers. Dave Ryden, local representative, was in charge of the program and arrangements.

Backed By Manufacturers Association

The Manufacturers Association of Erie, Pa., in conjunction with the Connecticut General Life, is recommending

group health and accident insurance to all of the industrial employers of that city. N. B. Magoffin, general agent of the company, has appointed L. W. Orr to manage this branch of the company's activity in Erie. Claim settlements will be supervised through the office of the Manufacturers Association, the entire project in this instance being an unusual example of close cooperation between an employers' group and an insurance company. A large number of manufacturers at Erie and vicinity have indicated they will avail themselves of the plan.

Intervention in Receivership Sought

Commissioner Baker of Kansas and Attorney-General Smith have asked for leave to intervene in the receivership proceedings against the Reserve Life & Accident of Arkansas City. If the Cowley county district court allows the state to step into the case the state will seek the dissolution of the company.

The company was organized in Topeka about six years ago and moved to Arkansas City about four years ago. Some of its officers were more interested in the financial promotion of the company than in the insurance business and the result was that the company soon landed in trouble. Last December the department examined the company and suspended it from writing new business until its surplus was restored to the legal requirements. A time limit of April 30 was fixed for the company to comply. Just before the time limit expired a stockholder sought a receiver and G. L. Dunn was appointed to take charge.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

DISCONTINUES THE SYSTEM

Union Central Life Finds Payroll Deduction Plan Has Not Worked Out Satisfactorily

The Union Central Life has discontinued the payroll deduction plan. The company states that it has not proved satisfactory. A few groups have been written. Of the policies that have been written, fully half have lapsed or have been changed to the quarterly premium basis. President Sage says that most of the groups were small to begin with although it was expected they would average at least 20. A large portion of the lapses or changes to quarterly premium basis have left only one policy in some groups.

Northwestern National Life

The Northwestern National Life has raised the age limit on its child's 20-payment life policy from 9 years to 14 years. This was done so children can be covered at any time from birth to high school.

Prudential

The Prudential recently began the issue of a new monthly premium policy and its immediate success proves forcibly that it has taken a definite and lasting place among the other low net cost policies making up the Prudential life line. Edward D. Duffield, president of the Prudential, lost no time in placing his stamp of approval on this new form of protection.

New World Life

The New World Life of the state of Washington is advertising a policy which provides triple indemnity for an accident occurring to a passenger on a common carrier and double indemnity for death as a result of an accident. The monthly premium rates per \$1,000 for this policy are: 25 years, \$1.62; 30, \$1.83; 35, \$2.10; 40, \$2.50; 45, \$2.99; 50, \$3.67.

CHANGE TERM-TO-65 POLICY

New Rates and New Provisions for This Form of Contract Announced By Equitable Life of Iowa

The Equitable Life of Iowa announces a change in its "term to 65" policy, both as to rates and new provisions. The non-forfeiture values remain the same. The new rates without the disability or double indemnity benefits are lower than the old rates up to age 48. Thereafter they are slightly higher.

Within the ten-year conversion period, and before the policy anniversary nearest the insured's 60th birthday, the new "term to 65" policy with disability can be exchanged without evidence of insurability for a life or endowment policy with disability, provided the premium paying period of the converted policy is 20 years or more. This means that the holder of a term-to-65 policy with disability can exchange the policy to an ordinary life, 30 payment life, endowment at 65, 20-year endowment, or any other form on which premiums are paid for 20 years or more without furnishing any evidence of insurability. If change is made to a form requiring less than 20 premiums—that is, such a form as 10 or 15-payment life or 15-year endowment—some evidence of insurability will be required if the disability is to be continued on the permanent policy. This evidence of insurability will generally take the form of a personal certificate of health but the company reserves the right to require further evidence.

Can Change After Disability

Furthermore, if during the conversion period the insured becomes totally and permanently disabled he can, on written request, change his policy to the ordinary life plan with disability. If this change is made as of original date, the insured must pay the difference in back premiums with interest and then future premiums will be waived on the ordinary life basis. If change is made as of

attained age, the ordinary life premiums are immediately waived. The reserve value on the term policy being the consideration for this change, the reserve can be paid to the insured. If the insured does not request conversion to ordinary life within the ten year conversion period, the policy will be continued on the term plan, premiums being waived during disability and income payments being made during disability even though such disability continues beyond the expiry of the policy. The disability clause of the term-to-65 policy does not provide for automatic conversion to ordinary life if the insured is disabled at the end of the conversion

period. In this respect, the disability clause on the term-to-65 differs from that of the 10-year term, since the clause in the latter policy provides for such automatic conversion. If the insured under a term-to-65 policy with disability becomes totally and permanently disabled after the expiration of the conversion period, the policy is continued on the term plan and premiums are waived during disability and income payments are made during disability. If the insured under a 10-year term becomes disabled after the expiration of the conversion period, the disability income payments continue only until the expiry of the term policy.

WITH INDUSTRIAL MEN

JOHN HANCOCK MUTUAL NEWS

Promotions and Other Changes in the Industrial Department of the Company Announced

The following named have been promoted from agents to assistant superintendents in the districts of their service:

Chester Dommel, Lancaster; Andrew L. Warren, Chester; Wm. J. Donoghue, Holyoke, Mass.; Jas. E. Fountain, Springfield, Ill. (Jacksonville Det.); Leo H. Norton, Malden; Ralph L. Gooding, Toledo; Louis Niman, Omaha; Jas. G. Higgins, Louisville, Ky.; Jos. K. Leonard, Worcester, Mass.; Ernest J. Therrien, Portland, Me. (Sanford Det.); Thompson F. Dow, Portland, Me.; Richard W. Moore, Lawrence; Wm. McK. Shongut, Elizabeth (Perth Amboy, N. J.); Frank L. Bearce, Kansas City, Mo.; Wm. L. Sims, Detroit No. 1; Geo. W. Hamaker, Jr., Flint, Mich.; Harry G. Klipp, Glens Falls; Wm. J. Hunter, Syracuse; Herbert W. Carr, Brighton; Howard L. Garton, Chester; Byron Carr, Indianapolis, Ind.; Emmett S. Kern, Dayton, O.; Herbert Schortmann, Hyde Park; Dwight H. Morgan, Minneapolis, Minn.; Peter Dewitt, Grand Rapids, Mich. (Muskegon Det.).

Promoted and transferred: Patrick S. Lombard, from agent at Philadelphia No. 2 to an assistant superintendent at Camden, N. J.; Joseph D. Mahoney, from agent at Lawrence to an assistant superintendent at Cincinnati No. 1; Frank M. Condon, from agent at Cleveland II to an assistant superintendent at Cleveland I; Wm. E. Adamson, from agent at Jamaica to an assistant superintendent at Jersey City (Bayonne Detached); Albert O'Neil, from agent at New Britain to an assistant superintendent at Newport-Covington, Ky.; James E. Sullivan, from agent at Schenectady to an assistant superintendent at Binghamton, N. Y.; Russell J. Moore, from agent at Waltham to an assistant at Louisville, Ky.; Helmer P. Swanson, from agent at Chicago I to an assistant superintendent at Chicago VI; John H. Reddy, from agent at Quincy to an assistant superintendent at Taunton, Mass. (Middleboro Detached).

Assistants transferred: Henry Arkema, from Springfield, Ill. (Jacksonville Det.) to Springfield, Ill. (Proper); Adolph H. Kroeger, from Davenport (Proper) to Muscatine detached of same agency; Sylvester H. Scott, from Muscatine Det. to Davenport, Ia. (Proper); Philip Beaudoin, Jr., from Portland (Sanford Det.) to Biddeford detached of same agency; James C. Mulligan, from Grand Rapids (Muskegon Det.) to Grand Rapids (Proper).

Other Work: Stephen E. Sweeney, from cashier at Brighton to cashier at Waltham, Mass.; John W. King, from cashier at Hartford to cashier at Auburn, Mass.; Eric Bergquist, from clerk at Worcester to cashier at Webster, Mass.; Luke E. White, from training cashier at Hartford to cashier at Auburn, N. Y.

NEWS OF THE PRUDENTIAL

Number of Promotions Have Been Announced Recognizing Men Who Have Won Their Spurs

Anton Huebner, superintendent of the Staten Island, N. Y. district, who has been with the Prudential more than 37 years, has been placed on retirement and Holger Klattel, assistant superintendent at Tottenville, in the same district, has been promoted to be his successor.

Floyd J. Breese, who reentered the service of the company Nov. 14, 1927, at Buffalo No. 1, having had a previous account in the Buffalo No. 3 district, has been promoted to assistant superintendent in Buffalo No. 5.

Joseph A. McKee was appointed an agent May 3, 1926, and on Jan. 23, 1928, was promoted to assistant superintendent at Warren, O. He has made rapid strides since taking charge of a staff and has advanced to the leadership of Division "F" in the industrial department.

Agent Paul F. Barber, who reentered the service of the company on Dec. 27, 1926, at Niagara Falls, N. Y., having had a previous account in that district, has been promoted to assistant superintendent at Lockport, N. Y., detached from Niagara Falls.

Agent Paul Wehnert, who has been connected with the company since Oct. 20, 1924, has been promoted to assistant superintendent in Rochester No. 1.

Agent Oscar A. McFarlane, of the Winona, Minn., district, has been promoted to assistant superintendent of the same district.

Western & Southern News

A. J. Mescher, who has been in the home office of the Western & Southern Life for 13 years, in charge of the investigation department, has been transferred to the ordinary department.

The industrial leaders of the Western & Southern Life for the first four months of the year are: Superintendent D. Tow, Pontiac; Assistant Superintendent C. E. Wilson, Pontiac; Agent H. W. Hufford, Huntington.

Miss Loretta Osage, secretary to Superintendent of Agencies Lewis Stents, has been appointed editor of the home office house organ of the Western & Southern Life.

Kansas City Life Group Meeting

The western agents of the Kansas City Life met at the home office May 14-15 in the seventh group meeting of the series being held with 125 representatives from Colorado, Wyoming, Montana, North and South Dakota and Nebraska attending. The meeting was under the direction of J. F. Barr, agency superintendent, and Walter Cluff, supervisor of the department of instruction.

Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

The Mutual Benefit Life Insurance Co. Newark, N. J.

Organized 1845

GLOBE MUTUAL LIFE INSURANCE CO.

431 S. Dearborn Street

Chicago, Illinois

INCORPORATED BY THE STATE OF ILLINOIS 1895

T. F. Barry, Founder

CLAIMS PAID "ON SIGHT"

WM. J. ALEXANDER,
Secretary

POSE BARRY DIETZ,
President

NEW ENGLAND MUTUAL LIFE INSURANCE CO. BOSTON MASS.

Chartered 1835

Organized 1843

The Agents of this Company, whose long History Underwrites its high Reputation, Accept a Duty and Enjoy a Privilege

Do Our Standards Appeal To You?

OPPORTUNITY!

Desirable Territory Open for General Agencies.
Liberal Contracts.

THE CAPITOL LIFE
Insurance Company
DENVER, COLORADO

Eureka-Maryland Assurance Co. OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

STANDARD ORDINARY AND INDUSTRIAL POLICIES

J. N. WARFIELD, President
J. BARRY MAHOOL, Vice-President

A. W. MEARS, Secretary
DR. EDWARD NOVAK, Medical Director

NEWS OF LOCAL ASSOCIATIONS

SHUFF SPEAKS AT DETROIT

Much Enthusiasm Stimulated for National Convention in September at May Meeting

The May meeting of the Detroit association was an effort toward stimulating an interest in increasing the membership to a top notch figure, in anticipation of the national convention to be held in Detroit in September.

The attendance was large and President Ryan in opening the meeting after the luncheon, voiced the main idea to be considered. He pleaded for 100 percent cooperation in the drive for membership, and after appointing a committee to report names of candidates for offices to be filled at the annual meeting in June, he urged the hearty support and helpfulness of the entire membership in the responsibility that the new officers would assume.

Ernest W. Owen, Michigan national committeeman, then made a stirring speech in support of the campaign for membership and in his unique but forceful manner evoked a hearty response.

John L. Shuff, general agent, Union Central Life at Cincinnati, was the speaker of the day. He, too, exhorted every man and woman to get into the campaign with individual personal effort. He urged the idea of all contributing to the success of the association, pointed out the duty every life insurance underwriter owed to the local and national organizations, and showed how both were constantly fighting the battles of the agent. He clearly pointed out that every advantageous piece of legislation had been secured through the efforts of such organizations, and every defeated piece of legislation had been accomplished through the same source. Mr. Shuff said that the life insurance world is looking to the Detroit convention to be the best in the history of the association.

St. Paul.—The "St. Paul Pilot" is the name of the official organ of the St. Paul life underwriters, with M. J. Dillon of the Pacific Mutual as the editor. At the May meeting of the association James D. Armstrong, vice-president of the Merchants Trust Company, was the speaker. His topic was "Insurance Trusts and Trust Companies."

Newark, N. J.—Roger B. Hull, managing director of the National Association of Life Underwriters, was the speaker before the May meeting of the Newark association Monday noon. Mr. Hull spoke of association activities and particularly referred to the bank agency problem.

Des Moines.—Henry C. Walker, agency manager for the New York Life at St. Louis, will be the speaker at the meeting of the Des Moines association Saturday, May 19. Mr. Walker is an underwriter and agency man of national reputation.

Richmond, Va.—By-laws of the Richmond association were amended at its May meeting, reducing the dues. Annual dues for managers and general agents were reduced from \$25 to \$10. Those for field men, supervisors and home office executives were reduced from \$10 to \$5. Those for office employees and members of the press were reduced from \$5 to \$3.

SOUTH BEND SALES CONGRESS

More Than 100 Life Underwriters from Indiana and Southern Michigan Attend

SOUTH BEND, IND., May 17.—More than 100 life insurance men from cities in Indiana and southern Michigan attended the sales congress held under the direction of the South Bend Life Underwriters' Association.

H. W. Spence, manager of the life insurance trust department of the Union Trust Company of South Bend, discussed "Life Insurance Trusts in South Bend," and Elbert Storer, Indianapolis, state manager of the Bankers Life of Des Moines, spoke on "That Something Which Enables a Man to Be Successful in Life Insurance Work."

A series of demonstrations by the leading producers of the organization, accompanied by discussions of the various phases of work connected with life insurance, were included in the program.

Russell S. King, Indianapolis, state manager of the Union Central Life, discussed the topic, "Planning Your Work," and Frank L. Jones of Indianapolis, state manager of the Equitable Life of New York, talked on "Motivation vs. Information in Life Insurance Business."

Homer L. Rodgers, South Bend, assistant district manager of the Equitable Life, was honored at a banquet in the evening celebrating his 20th anniversary with the company. Among those present were two of the persons to whom he sold policies 20 years ago and the doctor who examined them.

Flint, Mich.—The Flint association held the last regular program meeting of the year on May 12, the local office of the Crown Life being in charge of the program. The attendance was the largest by far that the Flint Association has known for several years and practically every agency in the city was represented at the meeting.

T. E. Connor, agency supervisor of the Crown Life, was the main speaker. H. R. McKeen, local organizer for the chamber of commerce drive, also gave a brief address.

Ernest Dumas, chairman of the membership committee, announced the securing of 16 new memberships.

Pittsburgh.—The nominating committee of the Pittsburgh association has made the following recommendations: President, Lee D. Hemingway, Connecticut Mutual; first vice-president, Arthur G. Ashbrook, Provident Mutual; second vice-president, Holgar J. Johnson, Penn Mutual; treasurer, E. A. Spencer, Mutual, N. Y.; directors for three years: N. E. Degen, Aetna; William M. Duff, Equitable, N. Y.; Frank C. Pierson, Prudential; Harry O. Snyder, Guardian; Frank A. Wesley, Columbian National; director for one year to fill an unexpired term, J. Milton Ryann, National, Vt.

Southwest Texas.—At the regular May meeting of the Southwest Texas association reports were read by the secretary and other officers. A total membership of 66 was reported. A round table discussion was held regarding the coming year's activities. A good cash balance was shown at the close of the year.

Officers for the ensuing year were elected as follow: President, C. C. Dyer, Southland Life; vice-president,

H. V. Weise, Bankers Life; secretary-treasurer, R. F. Palmer, Alamo Life. Retiring President John E. Mitchell, Jefferson Standard Life; B. G. Lane, Aetna; W. F. Arnold, State Life; A. S. Doerr, Southland Life; Parke Houston, International Life, and O. D. Douglas, Lincoln National Life, compose the executive committee. The next regular meeting will be held June 4.

Boston.—George H. Tracy, chairman of the education committee of the Boston association, announces that the managers' school of the Life Insurance Sales Research Bureau, conducted by John Marshall Holcombe, Jr., will be held in Boston the third week in July.

Fort Collins, Colo.—Members of the Fort Collins association are giving educational lectures before students of the city schools relative to life insurance.

Philadelphia.—"Don't talk too much," James A. Fulton, vice-president of the Home Life of New York, in charge of sales, told the Philadelphia association at its May meeting.

Mr. Fulton reminded his hearers always to remember that the prospect has two eyes and to let him see something. He told them never to interrupt a man's train of thought from his own business, as in that way the agent would be certain to obtain the undivided attention of the prospect.

"Never be afraid to use real sentiment," he urged. He said that he did not mean mawkish sentiment. Affection—love of family and business—he stated is the real foundation of the life insurance business.

Roger B. Hull, managing director of the National association, declared that the day of the pioneer is gone and is also the day when the man in industry can go it alone. He said that if life insurance is to maintain its place in the business life of the community, it must keep in line with other businesses in the way of development and adopt the group basis as life insurance can not go it alone.

Champaign, Ill.—At the Champaign County May meeting A. N. LaPorte of the Life Extension Institute gave an address on health conservation. The meeting was well attended. C. H. DeLong, newly elected president of the state association, gave a short talk and explained some of the things that he expects to do in the state association.

Mason City, Ia.—Mrs. W. S. Pritchard of Garner, chairman of the insurance department of the Iowa Federation of Women's clubs, was principal speaker at the meeting of the Mason City association Saturday night. She has just returned from Texas and California, where she represented the federation and is now cooperating with John Wilson, president of the state association of underwriters, in preparing charts and lectures to be used before women's clubs throughout the state in bringing life insurance to attention of the membership.

Sacramento, Cal.—One of the most profitable meetings of life men ever held here from the standpoint of educational benefits derived was addressed by Dr. George B. Van Arsdall, field instructor of the Equitable Life of New York, who made a special trip for the purpose of speaking to the local association. He held his audience in rapt attention for over two hours.

His talk was in the form of his regular classroom discussion on the subject of "Life Insurance or Business Purposes."

F. G. Gross Made Director

Frank G. Gross, Jr., general agent of the Columbia Life at Cincinnati, has been made a director of the company, succeeding late United States Senator Frank B. Willis.

COURTS IN CONFLICT OVER THE PUBLIC LIFE

(CONTINUED FROM PAGE 3)

satisfactory offers. At one time there was a group of Chicago companies formed to consider taking over the business so as to preserve the insurance of the policyholders, but after looking over the assets the companies declined to proceed. In the petition in the federal court on which the receiver has just been appointed it is declared that the Chicago National Life, Interstate Life and the Mississippi Valley Life have submitted bona fide bids to take over the business.

Mr. Bailey has regarded the policies as terminated by the receivership and has sent back the premiums that have come in since the liquidation. It is declared this sum amounts to over \$50,000.

Amusing End to One Contest

There have been many exciting contests in the history of the Public Life. The Clover faction had a majority in number of the stockholders, while the opposing faction had a majority of the stock. At one time after Clover had been thrown out he executed a coup and appeared on the scene with proxies enough to give him control. The matter went to court and the court supervised the election. One of the orders laid down by the court was that where proxies from the same policyholder were duplicated both should be thrown out. Before the next morning, when the election was to be held, all of Clover's proxies were duplicated, and although his were largely genuine, the court order did not provide for any discrimination and both the good and phony proxies on both sides were discarded. This left the insiders in, as they were large holders and appeared in person.

Ignored Federal Injunction

On Nov. 14 last, the date on which the present legal fight began, there was a meeting of the directors, ten representing the insiders and five representing the Clover faction. The present complainants, Alice Horn and Elizabeth Nelson, appeared in the United States District Court before Judge Carpenter and secured an order restraining the company, the directors, H. U. Bailey, director of trade and commerce, and George Huskinson, superintendent of insurance, from selling, assigning, transferring or otherwise disposing of any of the assets of the Public Life. This order was served on the company by Mr. Uttech, one of the directors, while the board was in session. On Nov. 17 Mr. Bailey, through Attorney-General Carlstrom, commenced the action in Superior Court before Judge Steffen in which he was appointed liquidator. It thus appears that the United States court first had jurisdiction. The directors were advised by their counsel when the order was served on Nov. 17 that the federal court had no jurisdiction and the order was null and with no effect. However, the appointment of Mr. Gullet as receiver was practically consented to by Mr. Bailey and the attorney-general's department.

New Agent Sets Record

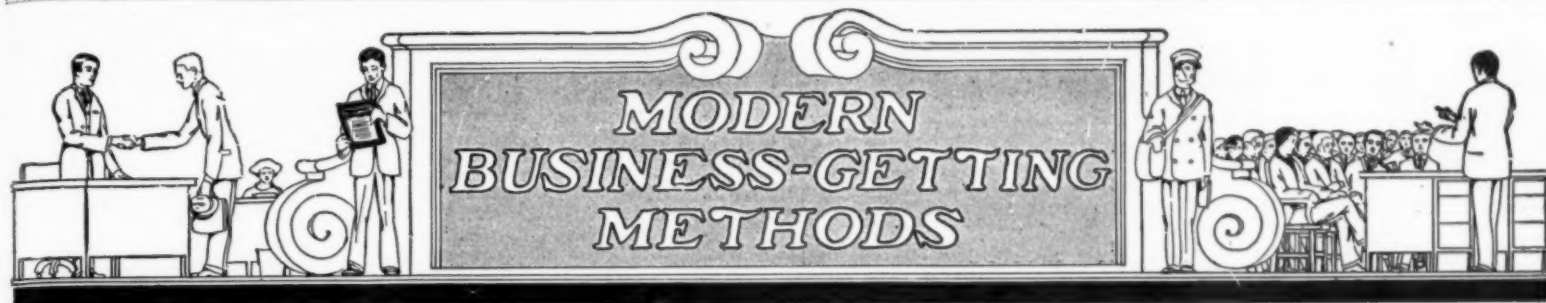
Julian Schwab, former merchant and owner of a chain of filling stations, has been appointed agent by the Indianapolis Life, working out of the home office, and in his first three months has written over \$600,000 in business.

SERVICE LIFE INSURANCE COMPANY

HOME OFFICE: LINCOLN, NEBRASKA

OFFERS VERY LIBERAL CONTRACTS TO AGENTS

ADDRESS APPLICATIONS TO B. R. BAYS, PRESIDENT



Manning Tells Boston Underwriters of Essentials in Analyzing Field in Present Day Structure of Business

SPEAKING before the Boston Association of Life Underwriters Thursday evening, H. W. Manning, superintendent of agencies of the Home Life of New York, presented some pointed suggestions for analyzing the field, citing intensive cultivation as a basic essential in the present day order of the business. He said that a thorough knowledge of the field and a knowledge of efficient cultivation as best fitted to individual qualifications are of first importance. Mr. Manning said, in part:

Analytical Approach Is Now Essential

"Analyzing your field is more important today than ever before because great advances have been made in selling methods. Anything which supplements or is contiguous to the sale is of obvious importance; and it matters not whether it be in the preparation which goes before or in the service which is rendered afterward. To be able to

speak of better selling methods is only to bespeak the development which has taken place in all phases of the business through the instrumentality of those men who have been engaged in it. Their work has made possible the advantages which we enjoy today. Just as greater experience and more knowledge make possible new policies and new methods of underwriting, so in selling the experiences arising out of past efforts and the knowledge which has come with the development of the business at the hands of our predecessors have enabled us to adopt more progressive ideas and more progressive selling methods.

Must Be Developed on Scientific Basis

"Just as actuarial science is based upon the observation of the experiences of human lives under varied conditions and at different ages, so the science of salesmanship of which we are able to speak today is based upon the experi-

ences which have come to the hands of those men who have carried life insurance to the high plane which it occupies today. Those of us who have probably taken more out of life insurance than we have put back into it enjoy a rich heritage which carries with it an equal proportion of responsibility. To those of us who are going to be engaged in the life insurance business of tomorrow comes the duty of carrying the selling of life insurance still further forward and there devolves upon us the necessity of our scrutinizing every phase of our work.

Today There Is a More Powerful Machine

"As life insurance selling has been advanced, the scope of life insurance has been extended. Ingenious salesmen have found new uses for life insurance. There has been tendered to the policyholders of this country a greater measure of service as a result of the very unselfish efforts and keen interest of the life insurance salesmen. New forms of policies have been made possible as new uses have been discovered. The life insurance salesmen, by their high measure of service, their close study of the business, their splendid ideals and prosperity with all have been the means of at-

tracting to the life insurance business an increasingly better type of men. The interest in educational development and the degree of service which attends all life insurance efforts today has raised the status of our business to that of a profession. The result of all this is that today in modern life insurance salesmanship we have a more high-powered machine, a more delicate mechanism. It follows, therefore, that there is the need for greater emphasis upon preparation.

Old Conception of Field No Longer Rules

"In the first place—where is your field? Not everywhere, as one time was the common conception. It is true that life insurance is a universal product or commodity but the call today is for intensive cultivation. The result is that a man must center his efforts, consequently confining his field of activities either as to area or groups, so as to make his representations in individual cases more direct and more pointed. What kind of a territory are you in? What is the atmosphere of your community—the temperament of your people? Just as the hunter in the morning before he starts out, studies to see if the air is heavy—determine which way the wind blows and so on, so in our case it

The Reason will interest you if

in
ten years

**10
TIMES**

**THE
INSURANCE
IN
FORCE**

If you are interested in selling life insurance you will be interested in the key to the Gem City Life's record of increasing assets and insurance-in-force nearly ten fold in ten years.

In the agency contract and the policy line which includes all standard and some special forms of participating and nonparticipating contracts, group insurance and accident and health coverage, will be found the real reasons for the success of the Gem City Life agents. In the success of our agents lies our success also.

If you will write I. A. Morrisett, vice-president, he will be glad to give you complete details of our agency contract and reasons why it will pay you to join the Gem City Life.

The Gem City Life

INSURANCE COMPANY OF DAYTON, OHIO

I. A. MORRISSETT,
Vice President

Agency Openings In New Jersey

A purely mutual, full level premium, "old line" life insurance company which has operated successfully in New England for many years will consider applications from men experienced in organization work, who appreciate the value and possibilities of an "old-fashioned" general agency contract.

General Agencies to be established in:

**NEWARK :: JERSEY CITY
PATTERSON**

Must have initiative and ability to organize and handle men. Those appointed will have the supervision of home office men who have been successful in the field, and the support of a company with over 140 millions of insurance in force and more than 20 millions of assets.

ADDRESS

F-57, care of
The National Underwriter

TERRITORY OPEN
In Ohio, Michigan, Dis-
trict of Columbia, West
Virginia, Georgia, Ala-
bama and Louisiana.

ACTUARIES

CALIFORNIA

COATES & HERFURTH CONSULTING ACTUARIES

Barrett N. Coates 354 Pine St.
Carl E. Herfurth San Francisco

ILLINOIS

DONALD F. CAMPBELL CONSULTING ACTUARY

100 N. La Salle St.
Telephone State 7298
CHICAGO, ILL.

HENRY R. CORBETT Actuary

Specializing on Pension Funds
175 W. Jackson Blvd. CHICAGO

L. A. GLOVER & CO.

Consulting Actuaries
29 South La Salle Street, Chicago
Life Insurance Accountants
Statisticians

INDIANA

HAIGHT, DAVIS & HAIGHT, Inc. Consulting Actuaries

FRANK J. HAIGHT, President
INDIANAPOLIS
Omaha, Kansas City

HARRY C. MARVIN Consulting Actuary

2105 North Meridian St.
INDIANAPOLIS, INDIANA

IOWA

E. L. MARSHALL CONSULTING ACTUARY Hubbell Building DES MOINES, IOWA

MISSOURI

JOHN E. HIGDON ACTUARY 224 Argyle Bldg., Kansas City, Mo.

NEW YORK

Miles M. Dawson & Son CONSULTING ACTUARIES 28 W. 44th St. New York City

Woodward, Fendiller and Ryan Consulting Actuaries Actuarial Service in all branches of Insurance and for Pension Funds—Examinations and Appraisals—Statistical Service and Installations—Companies and Associations managed under contract—Office Systems and Reorganizations—Insurance Accounting and Auditing. 75 Fulton Street New York

OKLAHOMA

T. J. McCOMB COUNSELOR AT LAW CONSULTING ACTUARY Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty. Colcord Bldg. OKLAHOMA CITY

(CONT'D FROM PRECEDING PAGE)

is necessary to study the circumstances surrounding your field. Do you know the character of your field, because different localities have different characteristics, especially in such a cosmopolitan country as this, with every climate, every industry, and every people. Come a little closer to your field and what do you see? People—but what kind of people, for there are many different kinds in any metropolitan city today. It is very important that you get in touch with the right kind.

Must Gauge Efforts According to Qualifications

"Someone has said that life insurance is the hardest business in the world in which to make \$2,000 but the easiest in which to make \$5,000 or more. There are so many people and so little time in proportion that one must carefully analyze the field in which they are going to expend their efforts so that their time may be used to best advantage. Everyone is possessed of a certain personality, a certain background, a definite training. One should be unfailingly conscious of those qualities or characteristics which they possess insofar as there is promise or greater results in one field or another. Knowing one's field does not necessarily mean knowing everybody within it. The greatest value of local contact is not in being able to call people readily by name, but it is in knowing the right types of people and where they are to be found.

Community Must Be Divided by Types

"Every metropolitan center is made up of certain very general groups or areas within which people of common interest are to be found. For instance, in every city there is found the financial section, wholesale section, different retail sections, manufacturing section, apartment house section, and various types of residential sections. The location of a man denotes in itself something of his interests, his mode of living, his income and his responsibilities. It is not intended to infer that the life insurance salesman can or would disregard the people within any one group. A life insurance salesman must be a cosmopolite. He must have an understanding of all problems, an appreciation of all circumstances and be ready to exercise at one time or another all those qualities of which the human being is possessed. It does mean, however, that a successful salesman must have a well directed line of vision, a vision which will lead him to a proper appreciation of the field within which he is going to work.

Must Constantly Keep Eye on the Field

"Analyze the field geographically. This is important in order to conserve time. We can never reach the end of the road in this business. Life insurance will keep going on. Our prospects are like a big snowball. The more business we do the more prospects our work develops. One's activities should be so arranged as to eliminate the waste time in flitting from one prospect to another without regard to conservation

of time and effort. Have what may I call pre-vision. Ever keep an eye on your field so that you may always be in prospects. Men are heard to say that they are out of prospects. That is not the case. The fact is they have allowed themselves to get out of touch with prospects because the prospects are there. It is important to keep in close touch with a field of prospects for two reasons. First, it enables a man to make his work systematic. There should always be such a wealth of prospects at hand that every day will find busy salesmen with as many prospective interviews as he can possibly get in. Secondly,—it maintains the morale because there is nothing more demoralizing than to be wandering about without place and without purpose.

Mass Selling Can No Longer Be Used

"We say prospects are all around us. As we analyze our field our object is to dissect it into individuals so as to set these apart from the lay public for our attention. We are not in a business where mass selling can be employed. We must reduce our work to individual representation. It is important to observe, however, that synthesis is as important as analysis. May we learn, therefore, that when we separate individuals we must throw them together again into groups. This enables us to work not only more systematically, but more orderly and more efficiently. Secondly, may we be conscious that prospects must ever be more than mere names. We should have at hand such information with respect to each as will enable us to form a mental picture that our interview may become more purposeful and more direct."

Boost Equitable of Iowa Taxes

The assessment value of the corporation stock of the Equitable Life of Iowa was boosted \$3,080,000 by the Des Moines city council, which sat as a board of review. The raise in valuation from the last assessment of \$1,441,440 to \$4,521,440 will mean, if the increase is maintained by the board of review, that the company will be forced to pay approximately \$18,000 more in taxes this year than last.

Managers' School at Kansas City

Between 45 and 50 general agents and managers from Missouri, Kansas, Oklahoma, Nebraska and North Dakota are in attendance at the Managers' School being conducted in Kansas City this week, under the direction of the Life Insurance Sales Research Bureau. John Marshall Holcombe, Jr., manager of the bureau, and H. G. Kenagy are in charge of the school, and are assisted by D. E. Huntington and S. T. Morrison. Sam C. Pearson of the Northwestern Mutual, chairman of the local committee from the General Agents & Managers Club, opened the school with an introduction of those in charge.

Mr. Holcombe was the speaker at the meeting of the General Agents & Managers Club Thursday night.

International Life Library

President Roy C. Toombs of the International Life has established a library for the benefit of the company's home office employees. LeRoy Bohley, assistant to W. G. Darst, secretary of the company, has been named librarian. The library is located on the 16th floor of the company's home office building, Eighth and Chestnut street, St. Louis.

MR. AGENT

Do you care for QUALITY?
Age, Sound Experience,
Low Cost, a Splendid Record for over 67 years?

Then why not take
a General Agency for

THE ST. LOUIS MUTUAL LIFE

Our Agents and Policy Holders
Stick! Write:

Agency Department

3640 Washington Ave.
ST. LOUIS, MO.

ANOTHER FORWARD STEP

COMPLETELY REVISED POLICY FORMS

NEW OWNERSHIP, BENEFICIARY and ASSIGNMENT PROVISIONS

leave no doubt of the rights of the various parties who may have an interest in the policy.

A PLAIN ENGLISH POLICY
that will particularly appeal to the conscientious life underwriter.

PREFERRED RISK POLICY
Also a new LOW COST
Write for Information

PHILADELPHIA LIFE
INSURANCE COMPANY
111 North Broad Street
PHILADELPHIA, PA.

WHAT'S AHEAD?

That question is in the mind of every ambitious man. It's in your mind.

If the answer does not satisfy, it will pay you to learn the advantages of a life underwriting contract with Fidelity.

Fidelity originated the disability provision, the double benefit feature, and the "Income for Life" plan. It operates in forty states on a full level net premium basis with more than \$75,000,000 in assets and over \$366,000,000 insurance in force.

More than 36,000 direct leads a year from Head Office lead service

THE FIDELITY MUTUAL LIFE
INSURANCE COMPANY
PHILADELPHIA
Walter LeMar Talbot, President

A REAL OPPORTUNITY

Presents itself for a high grade producer and agency builder for the position of Manager at Columbus, Ohio. Write fully, in strictest confidence to the Agency Department, The Toledo Travelers Life Insurance Company, Toledo, Ohio.

The Life Insurance Company of Virginia 1871 57 Years of Existence 1928

JOHN G. WALKER
Chairman of the Board

BRADFORD H. WALKER
President

Richmond, Virginia